



Salem Maritime National Historic Site Visitor Study

Summer 2013

Natural Resource Report NPS/NRSS/EQD/NRR—2014/772



ON THE COVER

A view of Salem Maritime National Historic Site taken from Central Wharf, one of four historic wharves within the park. The U.S. Custom House, Hawkes House, Pedrick Store House and the tall ship Friendship of Salem are visible from left to right.

Photograph courtesy of Robert Dennis

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Executive Summary

This visitor study report profiles a systematic random sample of Salem Maritime National Historic Site (NHS) visitors during July 1–28, 2013. A total of 646 questionnaires were distributed to visitor groups. Of those, 301 questionnaires were returned, resulting in a 46.6% response rate.

Group size and type	Forty-one percent of visitor groups consisted of two people and 38% were in groups of three or four. Eighty percent of visitor groups consisted of family groups.
State or country of residence	United States visitors were from 43 states and Puerto Rico and comprised 89% of total visitation during the survey period, with 23% from Massachusetts. Thirty-three percent of visitors from Massachusetts and adjacent states were from Essex County, MA. International visitors were from 13 countries and comprised 11% of total visitation during the survey period with 51% from Canada and 18% from the United Kingdom.
Frequency of visits	Ninety-one percent of visitors visited the park once in the past 12 months. For 79%, this was their first visit in their lifetime, while 12% had visited two or three times.
Age, ethnicity, race, educational level, and income level	Thirty percent of visitors were ages 46-60 years, 19% were 31-45 years old, 19% were ages 15 years or younger, and 17% were 61 years or older. Six percent were Hispanic or Latino. Ninety-three percent of visitors were White and 4% were Asian. Forty-four percent of respondents had completed a graduate degree and 32% had a bachelor's degree. Thirty-four percent of respondents reported an income level of \$50,000-\$99,999 and 33% had an income level of \$100,000-\$199,999.
Physical conditions	Four percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities or services.
Awareness of park prior to visit	Thirty-one percent of visitor groups were aware that Salem Maritime NHS is a unit of the National Park System.
Information sources	Fifty-four percent of visitor groups obtained information about the park prior to their visit through friends/relatives/word of mouth (35%), maps/brochures (31%), and the Salem Maritime NHS website (29%). Most visitor groups (84%) received the information they needed. Seventy-four percent of visitor groups prefer to use the Salem Maritime NHS website to obtain information for a future visit and 38% prefer to use maps/brochures. Fifty-seven percent of visitor groups rated the information on the park website as "extremely helpful" or "very helpful" in planning their visit.
Park as destination	During the on-site interview 58% of visitor groups said the park was one of several destinations and for 24%, the park was their primary destination.
Reasons for visiting the park	The most common reasons for visiting the park were to learn about life in Salem in the 18 th century (68%) and to learn about 400 years of maritime history (33%).
Reasons for visiting the Downtown Visitor Center	The most common reasons for visiting the Downtown Visitor Center were to learn what to see and do in Salem (68%), learn about witches of Salem (49%), and learn about maritime history (33%).

Executive Summary (continued)

Length of visit	Sixty-three percent of visitor groups spent up to two hours in the park, while 37% spent three or more hours. The average length of stay was 2.5 hours. Thirteen percent of visitor groups visited the park on more than one day.
Time spent at park	Thirty-four percent of visitor groups had a planned amount of time to spend at the park. Of those, 39% spent about the same amount of time as they planned, while 38% stayed longer than they had planned.
Sites visited	The most common sites visited in the park were Downtown Visitor Center (81%), Friendship of Salem (61%), and Derby Wharf (59%).
Easter National bookstore	Forty-one percent of visitor groups visited the Eastern National bookstore at the Downtown Visitor Center. Ninety-seven percent felt the bookstore space was adequate to view sales items. Eleven percent of visitor groups would like to purchase items that are not currently available.
Activities on this visit	The most common activities were visiting Downtown Visitor Center (74%), viewing indoor and outdoor exhibits/signs (68%), and visiting Friendship of Salem (52%). The most common activities that were the primary reason for visiting the park were visiting Friendship of Salem (24%) and visiting Downtown Visitor Center (13%).
Ranger or volunteer-led talks/programs/tours	Thirty-three percent of visitor groups participated in ranger or volunteer-led talks/programs/ tours on this visit. The most common reasons preventing visitor groups from participating in ranger or volunteer-led talks/programs/ tours were did not have time for this activity (48%), programs not offered at time of visit (25%), and not aware of ranger or volunteer-led activities (20%).
Topics learned	Fifty-nine percent of visitor groups learned about selected park topics on this visit. Sixty-four percent of visitor groups learned about 400 years of maritime history. Sixty-six percent learned about world trade in the 18 th and 19 th centuries. Eighty-four percent learned about life in Salem in the 18 th and 19 th centuries. Fifty-four percent learned about operation of 18 th and 19 th century ships.
Visitor services and facilities	The visitor services and facilities most often used by visitor groups were assistance from park staff (76%), Downtown Visitor Center - overall (74%), and restrooms (66%).
Importance and quality ratings of visitor services and facilities	The highest combined proportions of “extremely important” and “very important” ratings of visitor services and facilities was ranger-led talks/programs/tours (98%). The highest combined proportions of “very good” and “good” ratings of visitor services and facilities was ranger-led talks/programs/tours (100%).
Interaction with park staff	Eighty-seven percent of visitor groups had personal interaction with park staff. The interaction receiving the highest combined proportions of “very good” and “good” ratings was courteousness (96%).
Ranger-led programs and tours on a future visit	Sixty-eight percent of visitor groups were interested in a recreation trip on a boat/ship on a future visit and 82% were interested in a ranger-led program/tour on a boat/ship. Eighty-seven percent of visitor groups would be willing to pay \$10/adult (\$5/child) for a one hour trip on a boat/ship.

Executive Summary (continued)

Preferred length of ranger/volunteer-led program	Sixty-two percent of visitor groups preferred a program length of 1/2 - 1 hour and 28% preferred a program length of under 1/2 hour.
Preferred time of day to attend ranger/volunteer-led program	Forty-seven percent of visitor groups preferred a program time of 10 am - noon, 24% preferred a program time of noon - 2 pm, and 13% preferred a program time of 2 pm -4 pm.
Methods of learning about the park on a future visit	Ninety-four percent of visitor groups were interested in learning about the park through printed materials (54%), self-guided tours (52%), indoor exhibits (52%), ranger-guided walks/talks (52%), and living history/costumed interpretive programs (52%).
Overall quality	Most visitor groups (90%) rated the overall quality of facilities, services, and recreational opportunities at Salem Maritime NHS as “very good” or “good.” Two percent of groups rated the overall quality as “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website <http://www.psu.uidaho.edu>.

Acknowledgements

We thank Marc Manni for compiling the report and overseeing the fieldwork, Ally Begly and the staff and volunteers of Salem Maritime NHS for assisting with the survey, and Matthew Strawn for data processing.

About the Authors

Marc Manni is the Research Team Supervisor for the Visitor Services Project. Yen Le, Ph.D., is Director of the Visitor Services Project, Park Studies Unit, Department of Conservation Social Sciences, at the University of Idaho.

Introduction

This report describes the results of a visitor study at Salem Maritime NHS in Salem, Massachusetts, conducted July 1–28, 2013 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Salem Maritime NHS, “On March 17, 1938, Salem Maritime National Historic Site was the first National Historic Site established by the National Park Service under the National Historic Sites Act of 1935. Its purpose is to promote the maritime history of New England and the United States, and preserve part of the historic waterfront in Salem, Massachusetts. Together, this collection of wharves and buildings tell the story of the development of colonial port towns, the importance of international trade to the early economy of the United States, and the connection between maritime trade and growing industrialization.” (www.nps.gov/sama, retrieved January 2014).

Organization of the Report

This report is organized into three sections.

Section 1: Methods

This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: Results

This section provides a summary for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: Appendices

Appendix 1. *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 2. *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within a park or between parks. Results of additional analyses are not included in this report.

Appendix 3. *Decision rules for Checking Non-response Bias*. An explanation of how the non-response bias was determined.

Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

Key

1. The figure title describes the graph's information.
2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

* appears when the total percentages do not equal 100 due to rounding.

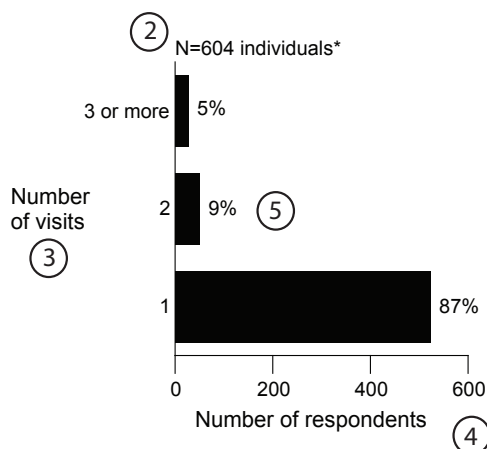
** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

4. Horizontal information shows the number or proportion of responses in each category.

5. In most graphs, percentages provide additional information.

Example 1



① **Figure 14.** Number of visits to the park in past 12 months

Methods

Survey Design and Procedures

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this method, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at five sites during July 1–28, 2013. Visitors were surveyed between the hours of 9 a.m. and 5 p.m. Table 1 shows the two locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 788 visitor groups were contacted and 646 of these groups (82%) accepted questionnaires. (The average acceptance rate for 277 VSP visitor studies conducted from 1988 through 2012 is 91.3%.) Questionnaires were completed and returned by 301 respondents, resulting in a 46.6% response rate for this study. (The average response rate for the 277 VSP visitor studies is 71.6%.)

Table 1. Questionnaire distribution

Sampling site	Distributed		Returned		Returned % of total
	N	%	N	% by site	
Visitor center	443	69	197	44	65
Derby Wharf	203	31	104	51	35
Total	646	100	301		99*

* total percentages do not equal 100 due to rounding

Questionnaire design

The Salem Maritime NHS questionnaire was developed through conference calls between the park and VSP staff to design and prioritize questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Salem Maritime NHS. Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others are completely open-ended.

No pilot study was conducted to test the Salem Maritime NHS questionnaire. However, all questions followed Office Management and Budget (OMB) guidelines and/or were used in previous surveys; thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, the age of the member completing the questionnaire, and how this visit to the park fit into their group's travel plans. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Participants were asked to complete the survey after their visit, and return it using the Business Reply Mail envelope provided.

Two weeks following each survey round, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after each survey round. Seven weeks after each survey round, a second replacement questionnaire was mailed to participants who had not returned their questionnaires.

The survey dates were extended until all questionnaires were passed out, resulting in two rounds of replacement mailings.

Table 2. Follow-up mailing distribution

Round 1 July 1–14	Date mailed	U.S.	International	Total
Postcards	July 29, 2013	429	47	476
1 st replacement	August 12, 2013	330	30	360
2 nd replacement	August 30, 2013	313	0	313
Round 2 July 15–28	Date mailed	U.S.	International	Total
Postcards	August 12, 2013	91	10	101
1 st replacement	August 26, 2013	59	5	64
2 nd replacement	September 16, 2013	48	0	48

Data analysis

Visitor responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. Responses to open-ended questions were categorized and summarized prior to data analysis.

Numeric data were processed and statistics were calculated using Statistical Analysis Software® (SAS) and IBM SPSS Statistics.

Limitations

As with all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after their visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns at the selected sites during the study period of July 1–28, 2013. The results present a ‘snapshot in time’ and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. When the sample size is less than 30, the word “**CAUTION!**” is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special conditions

The weather during the survey period ranged from sunny, hot, and humid to cool, overcast, and rain with temperatures ranging from 62-99 degrees. There was a tornado watch in effect on July 1.

Two special events occurred in the area that might have affected the type and amount of visitation to the park.

July 4: There was an outdoor concert and a fireworks display on Derby Wharf.

July 20-21: The park hosted a reenactment of the events of June 1774, "By His Excellency's Command": General Gage and the British Army in Salem.

Checking non-response bias

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and distance between participants' homes and the park. Respondents and non-respondents were found to be insignificantly different except for age and distance from participants' homes to the park (see Table 3 - Table 6). Respondents at younger age ranges (especially 45 and younger), visitors who live within a 200-mile radius of Salem Maritime NHS may be underrepresented in the results. See Appendix 3 for more details of the non-response bias checking procedures.

Table 3. Comparison of respondents and non-respondents by average age and group size

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	50.64 (N=300)	45.28 (N=316)	<0.001
Group size	3.42 (N=289)	3.39 (N=336)	0.832

Table 4. Comparison of respondents and non-respondents by group type

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	6 (2%)	16 (5%)	0.192
Family	233 (80%)	246 (74%)	
Friends	26 (9%)	34 (10%)	
Family and friends	26 (9%)	35 (10%)	

Table 5. Comparison of respondents and non-respondents by primary destination

Destination	Respondents	Non-respondents	p-value (chi-square)
Park as primary destination	69 (24%)	80 (24%)	0.595
Park as one of several destinations	175 (60%)	188 (57%)	
Unplanned visit	47 (16%)	63 (19%)	

Table 6. Comparison of respondents and non-respondents by distance from home to park

Destination	Respondents	Non-respondents	p-value (chi-square)
Within 200 miles	80 (28%)	122 (41%)	0.005
201 miles or more	174 (62%)	174 (49%)	
International visitors	28 (10%)	29 (10%)	

Results

Group and Visitor Characteristics

Visitor group size

Question 20b

On this visit, how many people were in your personal group, including yourself?

Results

- 41% of visitor groups consisted of two people (see Figure 1).
- 38% were in groups of three or four.
- 19% were in groups of five or more.

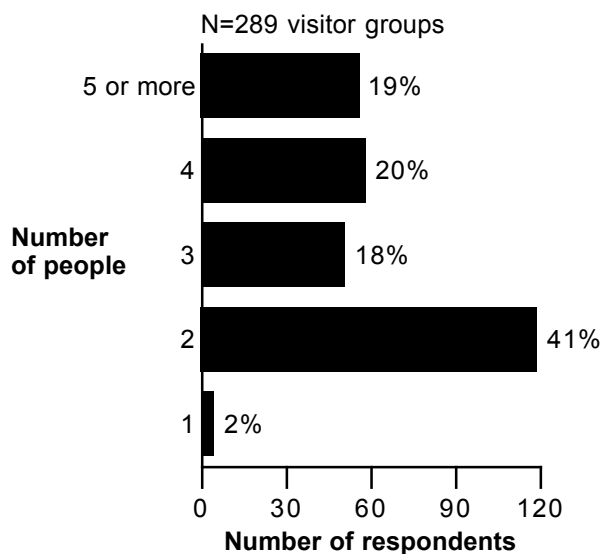


Figure 1. Visitor group size

Visitor group type

Question 20a

On this visit, which type of personal group (not guided tour/school/other organized group) were you with?

Results

- 80% of visitor groups consisted of family groups (see Figure 2).
- 9% were with family and friends.
- 9% were with friends.
- 2% were alone.
- 0% were with other groups.

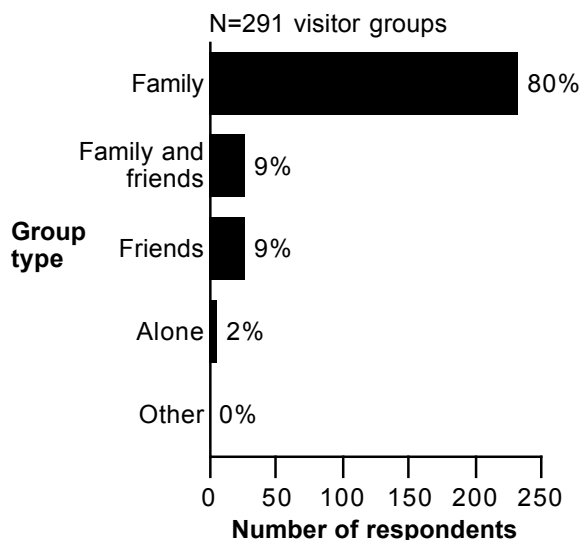


Figure 2. Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 19a

On this visit, was your personal group with a commercial guided tour group?

Results

- 3% of visitor groups were with a commercial guided tour group (see Figure 3).

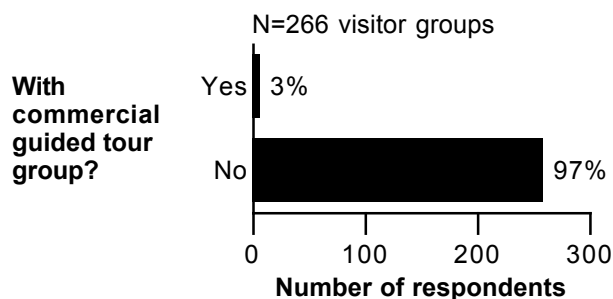


Figure 3. Visitors with a commercial guided tour group

Question 19b

On this visit, was your personal group with a school/educational group?

Results

- 1% of visitor groups were with a school/educational group (see Figure 4).

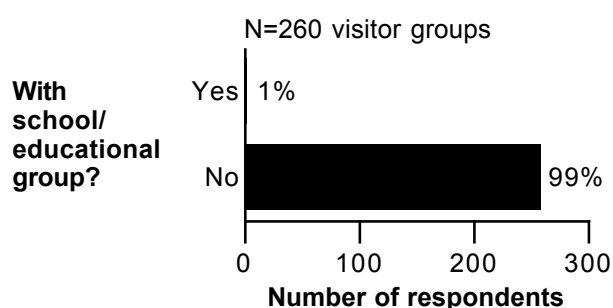


Figure 4. Visitors with a school/educational group

Question 19c

On this visit, was your personal group with an “other” organized group (scouts, work, church, etc.)?

Results

- 3% of visitor groups were with an “other” organized group (see Figure 5).

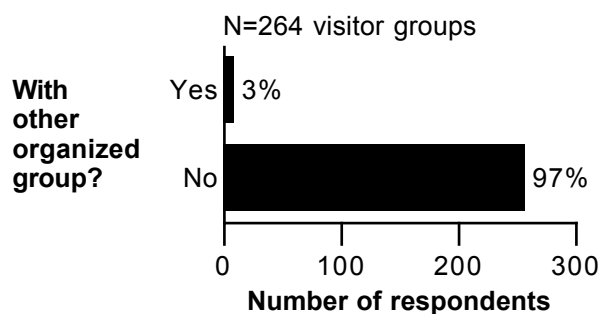


Figure 5. Visitors with an “other” organized group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 19d

If you were with one of these organized groups, how many people, including yourself, were in this group?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 6).

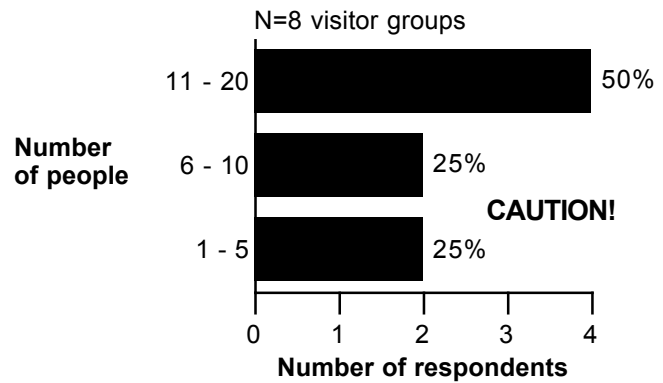


Figure 6. Organized group size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence

Question 21b

For your personal group on this visit, what is each member's state of residence?

Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 43 states and comprised 89% of total visitation to the park during the survey period.
- 23% of U.S. visitors came from Massachusetts (see Table 7 and Figure 7).
- 7% came from New York and 7% were from California.
- Smaller proportions came from 40 other states and Puerto Rico.

Table 7. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=754 individuals*	Percent of total visitors N=847 individuals
Massachusetts	174	23	21
New York	54	7	6
California	50	7	6
Florida	42	6	5
Ohio	42	6	5
Virginia	38	5	4
Pennsylvania	35	5	4
Texas	34	5	4
New Jersey	28	4	3
North Carolina	23	3	3
Illinois	21	3	2
Colorado	15	2	2
Oregon	14	2	2
Maryland	12	2	1
Tennessee	12	2	1
28 other states and Puerto Rico	160	21	19

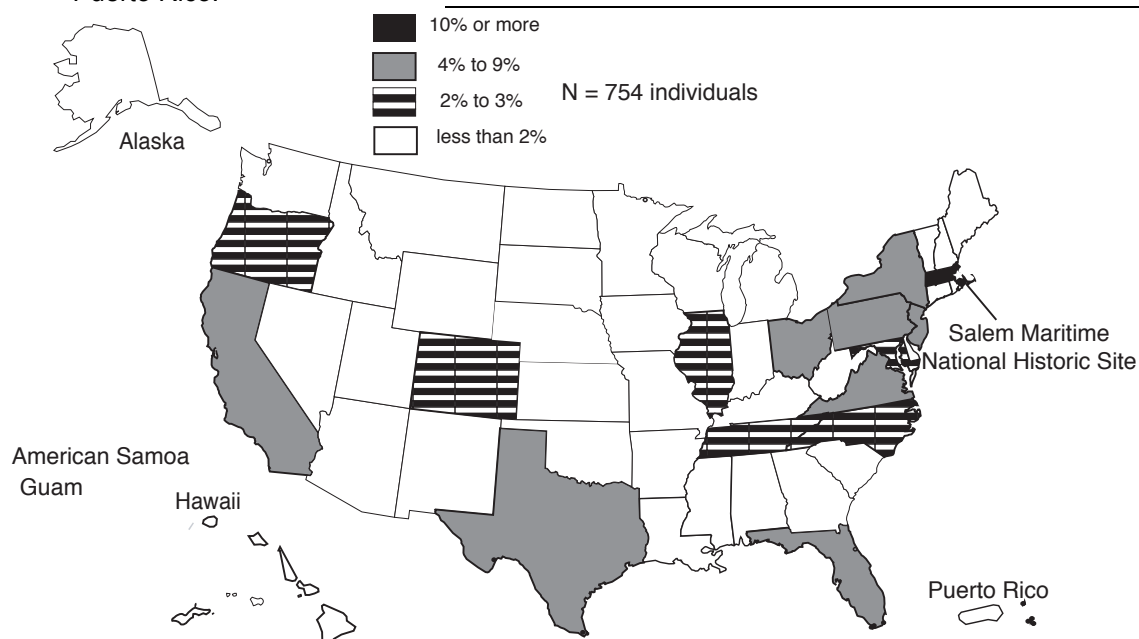


Figure 7. United States visitors by state of residence

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors from Massachusetts and adjacent states by county of residence

Note: Response was limited to seven members from each visitor group.

Table 8. Visitors from Massachusetts and adjacent states by county of residence

Results

- Visitors from Massachusetts and adjacent states were from 35 counties and comprised 33% of the total U.S. visitation to the park during the survey period.
- 33% came from Essex County, MA (see Table 8).
- 15% came from Middlesex County, MA.
- Small proportions of visitors came from 33 other counties in Massachusetts and adjacent states.

County, State	Number of visitors N=247 individuals	Percent*
Essex, MA	81	33
Middlesex, MA	38	15
Suffolk, MA	12	5
Worcester, MA	9	4
Erie, NY	8	3
Monroe, NY	8	3
Norfolk, MA	8	3
Barnstable, MA	7	3
Berkshire, MA	7	3
Tolland, CT	5	2
Hampden, MA	4	2
Jefferson, NY	4	2
Nassau, NY	4	2
Onondaga, NY	4	2
Queens, NY	4	2
Suffolk, NY	4	2
Wayne, NY	4	2
Bristol, MA	3	1
Hartford, CT	3	1
Hillsborough, NH	3	1
Oswego, NY	3	1
Providence, RI	3	1
Rockland, NY	3	1
Kings, NY	2	1
New London, CT	2	1
Niagara, NY	2	1
Rensselaer, NY	2	1
Rockingham, NH	2	1
Rutland, VT	2	1
Belknap, NH	1	<1
Broome, NY	1	<1
Herkimer, NY	1	<1
Merrimack, NH	1	<1
Plymouth, MA	1	<1
Windham, VT	1	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence**Question 21b**

For your personal group on this visit, what is each member's country of residence?

Note: Response was limited to seven members from each visitor group.

Results

- International visitors were from 13 countries and comprised 11% of total visitation to the park during the survey period.
- 51% of international visitors came from Canada (see Table 9).
- 18% came from the United Kingdom.
- 8% came from Australia.
- Smaller proportions of international visitors came from 10 other countries.

Table 9. International visitors by country of residence

Country	Number of visitors	Percent of international visitors N=93 individuals	Percent of total visitors N=847 individuals
Canada	47	51	6
United Kingdom	17	18	2
Australia	7	8	1
France	5	5	1
Austria	3	3	<1
Ireland	3	3	<1
Sweden	3	3	<1
Belgium	2	2	<1
Netherlands	2	2	<1
Germany	1	1	<1
Japan	1	1	<1
Switzerland	1	1	<1
Uruguay	1	1	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of visits to park in past 12 months

Question 21c

For your personal group on this visit, how many times has each member visited Salem Maritime NHS in the past 12 months (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 91% of visitors visited the park once in the past 12 months (see Figure 8).
- 6% visited two times.

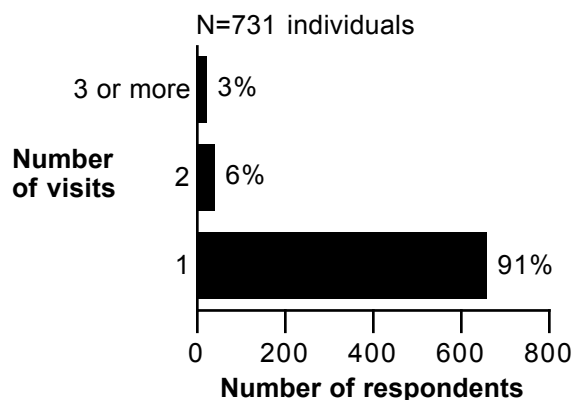


Figure 8. Number of visits to park in past 12 months

Number of visits to park in lifetime

Question 21d

For your personal group on this visit, how many times has each member visited Salem Maritime NHS in their lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 79% of visitors were visiting the park for the first time (see Figure 9).
- 12% visited two or three times.

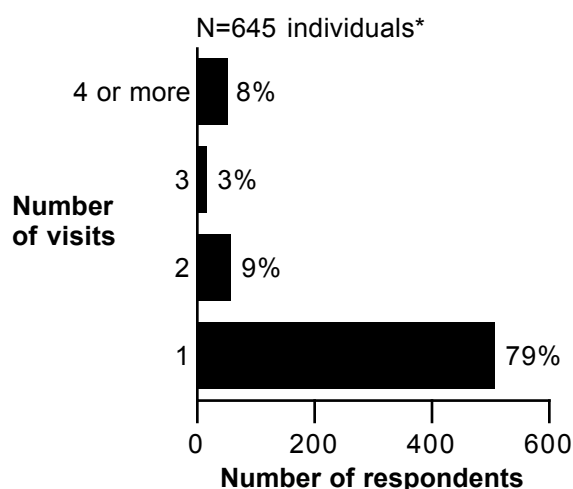


Figure 9. Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 21a

For your personal group on this visit, what is each member's current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 1 to 84 years.
- 30% of visitors were 46 to 60 years old (see Figure 10).
- 19% were 31 to 45 years old.
- 19% were 15 years or younger.
- 17% were 61 years or older.

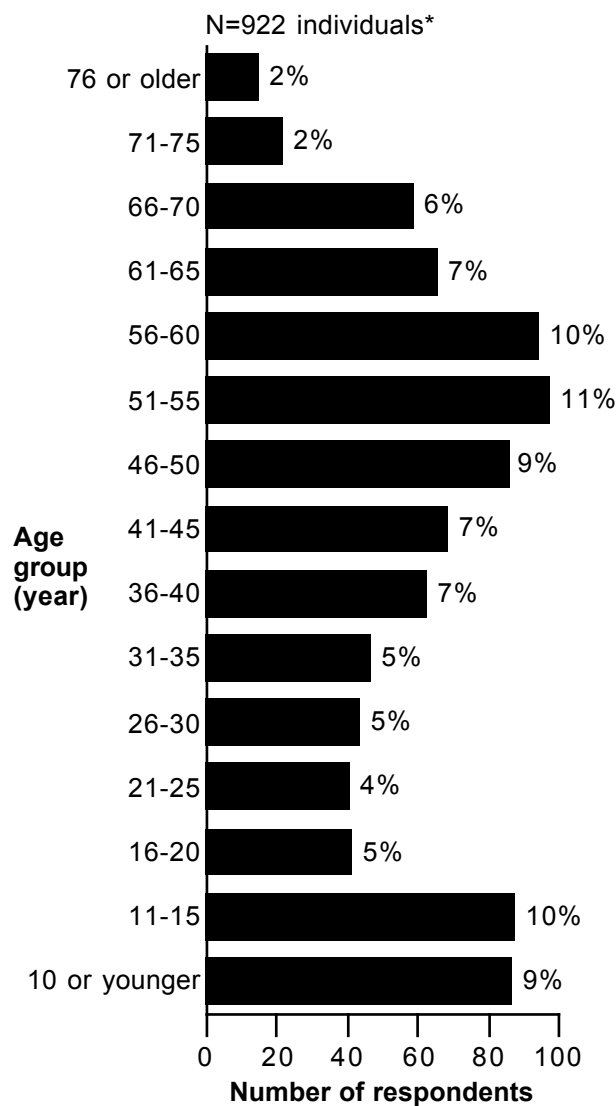


Figure 10. Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors of Hispanic or Latino ethnicity

Question 24a

Are members of your personal group
Hispanic or Latino?

Note: Response was limited to seven
members from each visitor group.

Results

- 6% of visitors were Hispanic or Latino
(see Figure 11).

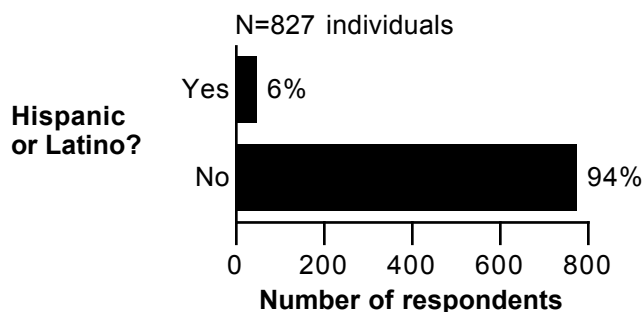


Figure 11. Visitors of Hispanic or Latino ethnicity

Visitor race

Question 24b

What is the race of each member of
your personal group?

Note: Response was limited to seven
members from each visitor group.

Results

- 93% of visitors were White (see
Figure 12).
- 4% were Asian.

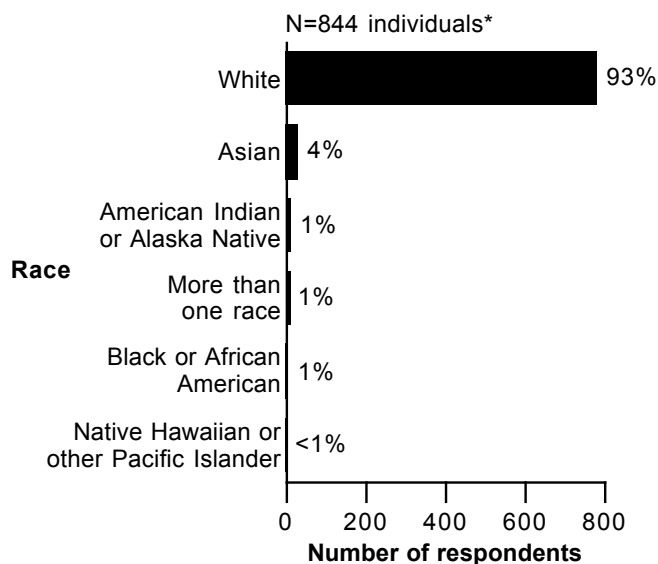


Figure 12. Visitor race

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with physical conditions affecting access/participation

Question 25a

Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Results

- 4% of visitor groups had members with physical conditions affecting access or participation in park activities or services (see Figure 13).

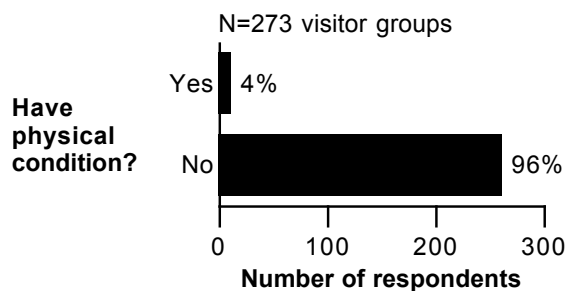


Figure 13. Visitor groups that had members with physical conditions affecting access or participation in park activities or services

Question 25b

If YES, what services or activities were difficult to access/participate in? (Open-ended)

Results – Interpret results with **CAUTION!**

- 12 visitor groups listed services or activities they had difficulty accessing or participating in (see Table 10).

Table 10. Services/activities that were difficult to access/participate in (N=13 comments; one visitor group made more than one comment) – **CAUTION!**

Service/activity	Number of times mentioned
Stairs	7
Walking	5
Hearing impaired	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 25c

Because of the physical condition, which specific difficulties did the person(s) have?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 14).

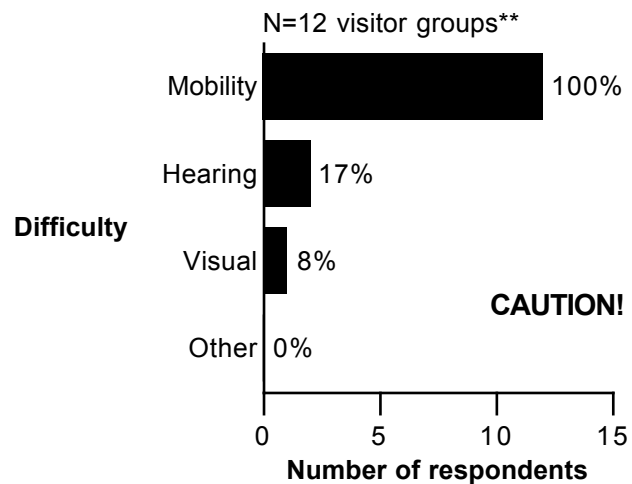


Figure 14. Specific problems experienced by visitors with physical conditions affecting access/participation

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Respondent level of education**Question 22**

For you only, what is the highest level of education you have completed?

Results

- 44% of respondents had a graduate degree (see Figure 15).
- 32% had a bachelor's degree.

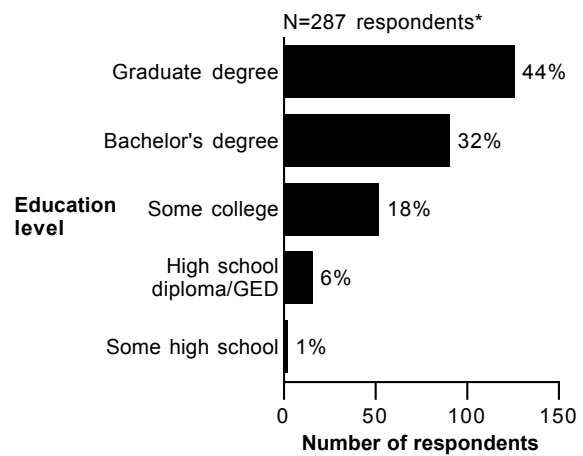


Figure 15. Respondent level of education

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Respondent household income

Question 23a

For you only, which category best represents your annual household income?

Results

- 34% of respondents reported a household income of \$50,000-\$99,999 (see Figure 16).
- 33% had an income of \$100,000-\$199,999.

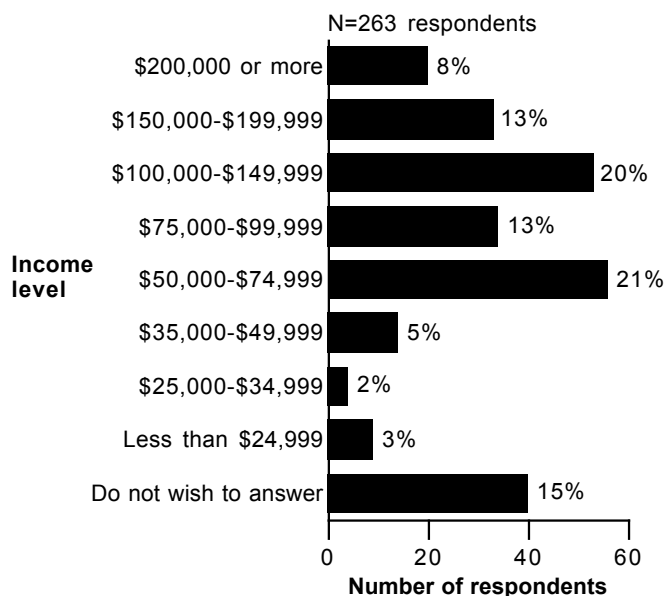


Figure 16. Respondent household income

Respondent household size

Question 23b

How many people are in your household?

Results

- 61% of respondents had two or three people in their household (see Figure 17).
- 31% had four or more people.

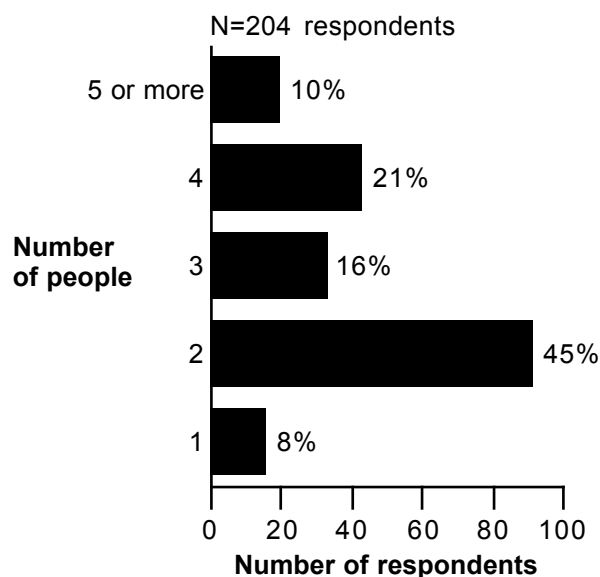


Figure 17. Number of people in respondent household

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Awareness of park management

Question 2a

Prior to your visit, was your personal group aware that Salem Maritime NHS is a unit of the National Park System?

Results

- 31% of visitor groups were aware that Salem Maritime NHS is a unit of the National Park System (see Figure 18).

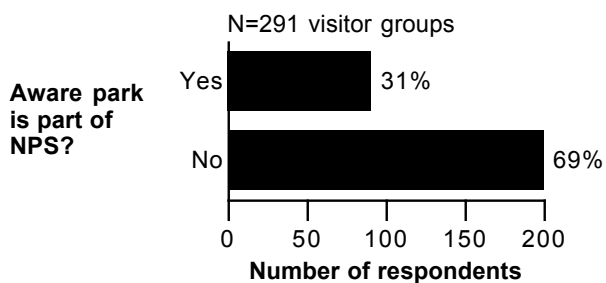


Figure 18. Visitor groups that were aware that Salem Maritime NHS is a unit of the National Park System

Question 2b

Prior to your visit, was your personal group aware that the following places are part of Salem Maritime NHS?

Results

- Table 11 shows visitor groups' awareness of sites that are part of the Salem Maritime NHS.

Table 11. Awareness that site is part of park prior to visit (N=number of visitor groups)

Park site	N	Aware (%)	
		Yes	No
Custom House	264	23	77
Derby House	259	17	83
Derby Wharf	266	26	74
Downtown Visitor Center	265	33	67
Friendship of Salem (replica tall ship)	268	37	63
Narbonne House	251	8	92
Orientation Center on Derby Wharf	248	19	81

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to this visit, how did your personal group obtain information about Salem Maritime NHS?

Results

- 54% of visitor groups obtained information about Salem Maritime NHS prior to their visit (see Figure 19).
- As shown in Figure 20, among those visitor groups that obtained information about Salem Maritime NHS prior to their visit, the most common sources used were:

35% Friends/relatives/word of mouth
31% Maps/brochures
29% Salem Maritime NHS website

- Other websites (16%) used to obtain information prior to visit were:

google.com
nps.gov/mima
salem tourism mass.gov
salem-chamber.org
Salem.org/tenfreenps/gov/sama
schoonerfame.com
tripadvisor.com
Friendship of Salem website
Unspecified tourism website

- “Other” sources of information (8%) were:

1000 places to see
GPS
Live in local area
National Park Passport book
Research/study
Saw signs
Trolley tour
Visitor center

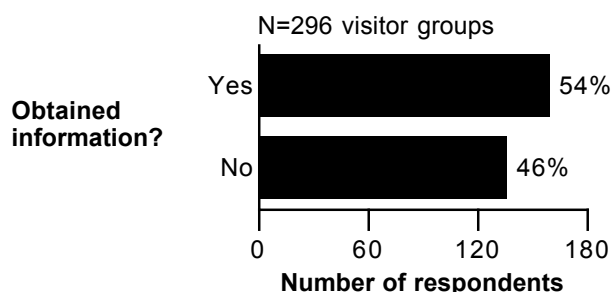


Figure 19. Visitor groups that obtained information prior to visit

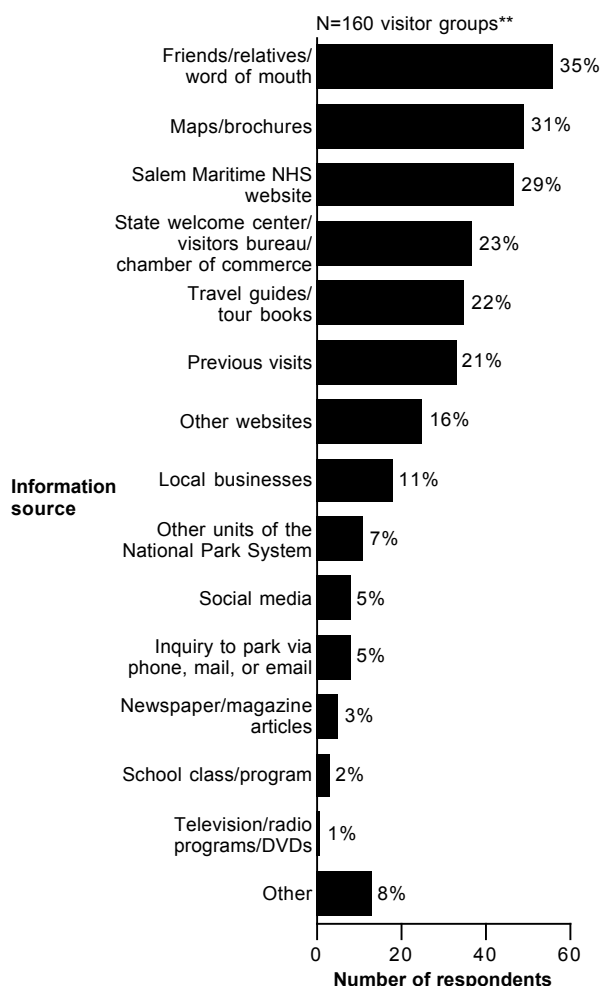


Figure 20. Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 1c

From the sources you used prior to this visit, did your personal group receive the type of information about the park that you needed?

Results

- 84% of visitor groups received needed information prior to their visit (see Figure 21).

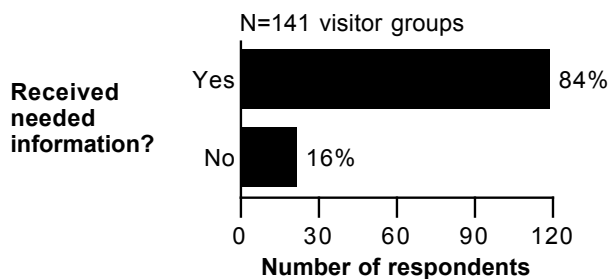


Figure 21. Visitor groups that received needed information prior to their visit

Question 1d

If NO, what type of park information did your personal group need that was not available? (Open-ended)

Results – Interpret results with CAUTION!

- 19 visitor groups listed information they needed but was not available (see Table 12).

Table 12. Needed information that was not available (N=25 comments; some visitor groups made more than one comment) – **CAUTION**

Needed information	Number of times mentioned
Which buildings were open/not open	6
That you had to make a reservation to tour the Friendship of Salem	4
That the Orientation Center was closed	3
Available attractions	2
Schedule of tours	2
Fees	1
Hours of operation	1
More history of the city	1
No information except about a few houses	1
Schedule of living history events wasn't posted until the Friday before	1
That buildings were only open for tours	1
Time of films at visitor center	1
Tour information	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Information sources for future visit

Question 1b

If you were to visit Salem Maritime NHS in the future, how would your personal group prefer to obtain information about the park?

Results

- As shown in Figure 22, visitor groups' most preferred sources of information for a future visit were:

74% Park website
 38% Maps/brochures
 31% Travel guides/tour books
 30% State welcome center/visitors bureau/chamber of commerce

- Other websites (10%) used to use on a future visit were:

google.com
 salem tourism mass.gov
 salem-chamber.org
 salem.com
 salemnews.com
 schoonerfame.com
 tripadvisor.com
 youtube.com
 Friendship of Salem website
 Salem information website

- "Other" source of information (1%) was:

GPS

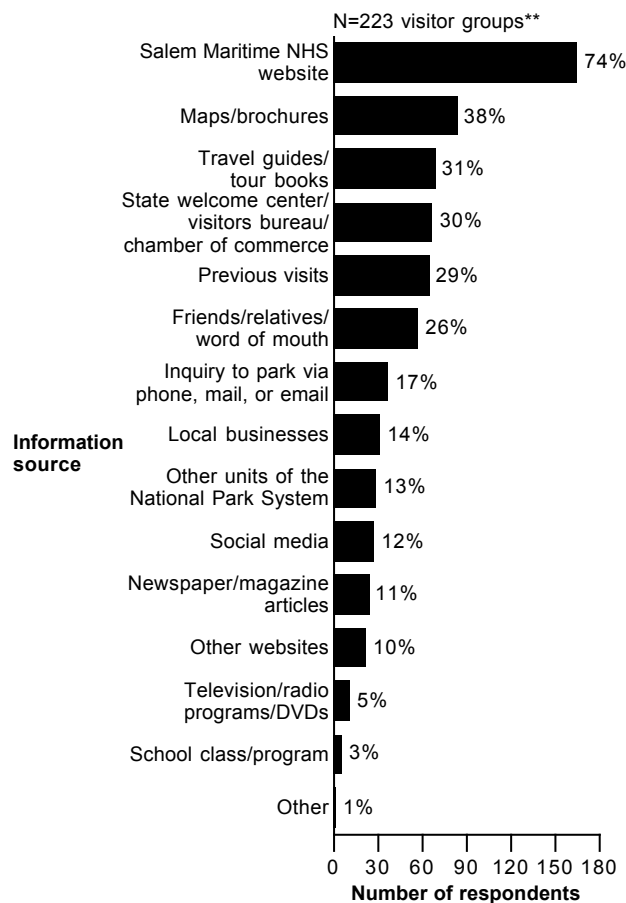


Figure 22. Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Electronic devices brought on trip

Question 4a

Did your personal group bring electronic devices with you on this trip?

Results

- 82% of visitor groups brought electronic devices with them on this trip (see Figure 23).

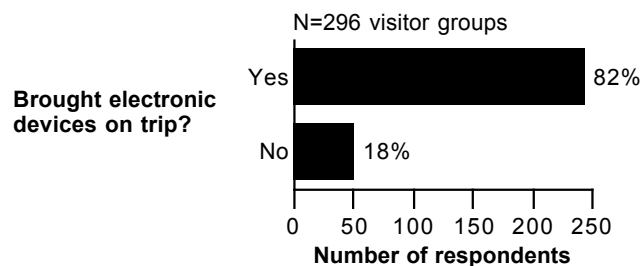


Figure 23. Visitor groups that brought electronic devices with them on this trip

Question 4b

If YES, what devices did your personal group bring to the park?

Results

- As shown in Figure 24, the most common electronic devices brought by visitor groups were:

86% Smart phone
43% GPS wayfinding device
23% Tablet

- “Other” electronic devices (5%) were:

Camera
MP3 player
Cell phone
iPod touch

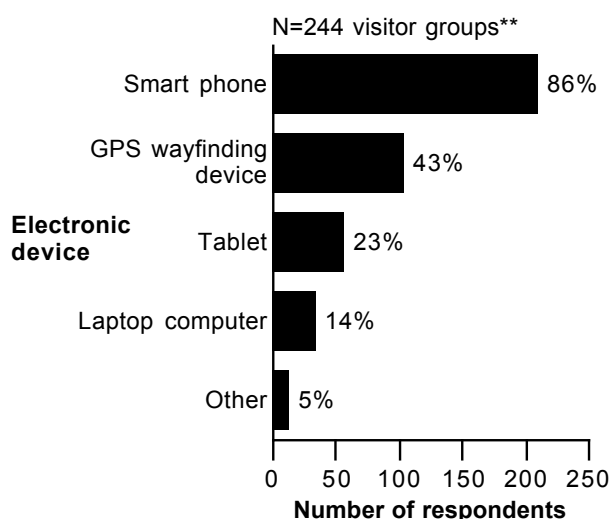


Figure 24. Electronic devices

Park website

Question 4c

Did your personal group obtain information from the park website (www.nps.gov/sama) to plan your visit to Salem Maritime NHS?

Results

- 18% of visitor groups obtained the information they needed from the park website to plan their visit (see Figure 25).

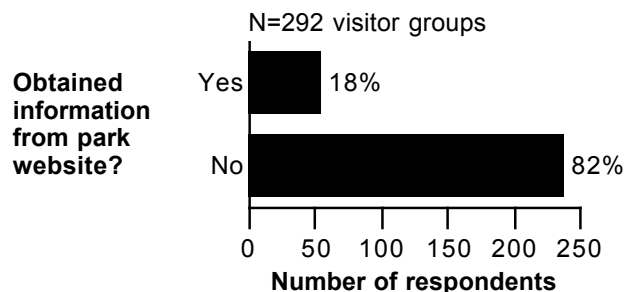


Figure 25. Visitor groups that obtained needed information from the park website to plan their visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 4d

If YES, please rate how helpful the park website was in planning your visit.

Results

- 57% of visitor groups rated the information on the park website as “extremely helpful” or “very helpful” in planning their visit (see Figure 26).
- 35% rated the information as “helpful.”

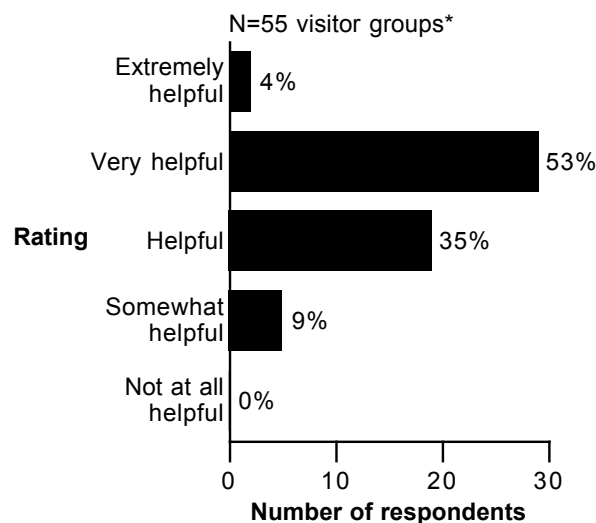


Figure 26. Helpfulness of information on the park website to plan visit

Question 4e

What information, if any, did you need to plan your visit that was not available on the website? (Open-ended)

Results – Interpret results with CAUTION!

- 15 visitor groups listed needed information that was not available on the park website (see Table 13).

Table 13. Information needed but not available on the park website (N=16 comments; one visitor group made more than one comment) – **CAUTION!**

Needed information	Number of times mentioned
Could not reserve Friendship of Salem tour	1
Did not note that all the buildings were not available	1
Directions took us to the Orientation Center, which was closed because of the sequester	1
Hours for various buildings were off due to the Gage re-enactment	1
Hours of operation	1
How to gain entrance to Friendship of Salem	1
Information on closure	1
Parking large truck	1
Special 4th of July events and closure of Friendship of Salem	1
The program for the reenactments on July 20th did not seem to be available online even though the website was given in the paper	1
The programs being offered as part of the living history event	1
Times of tour	1
Tour times for buildings	1
Walking maps showing a walking tour with talking kiosks to explain building site info	1
Walking tour and locations	1
When to take fast boat from Boston and location of Long Wharf.	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Park as destination

Question from on-site interview

A two-minute interview was conducted with each individual selected to complete the questionnaire. During the interview, the question was asked: “How did this visit to Salem Maritime NHS fit into your personal group’s travel plans?”

Results

- 58% of visitor groups said Salem Maritime NHS was one of several destinations (see Figure 27).
- 24% said the park was their primary destination.

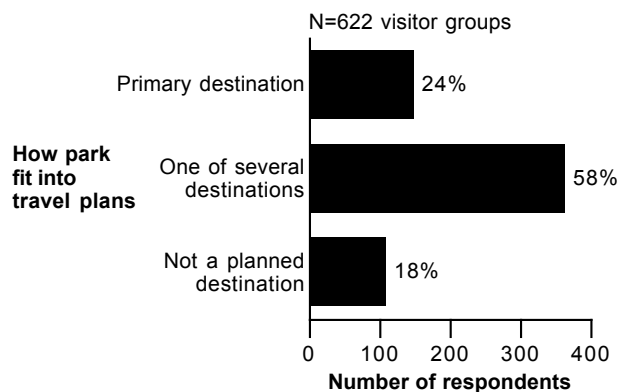


Figure 27. How visit to park fit into visitor groups' travel plans

Reasons for visiting Salem Maritime NHS

Question 5

On this trip, what were the reasons that your personal group came to Salem Maritime NHS?

Results

- As shown in Figure 28, the reasons visitor groups visited Salem Maritime NHS were:
 - 68% Learn about life in Salem in the 18th century
 - 33% Learn about 400 years of maritime history
 - 25% Learn about world trade in the 18th and 19th centuries
- “Other” reasons (32%) are shown in Table 14.

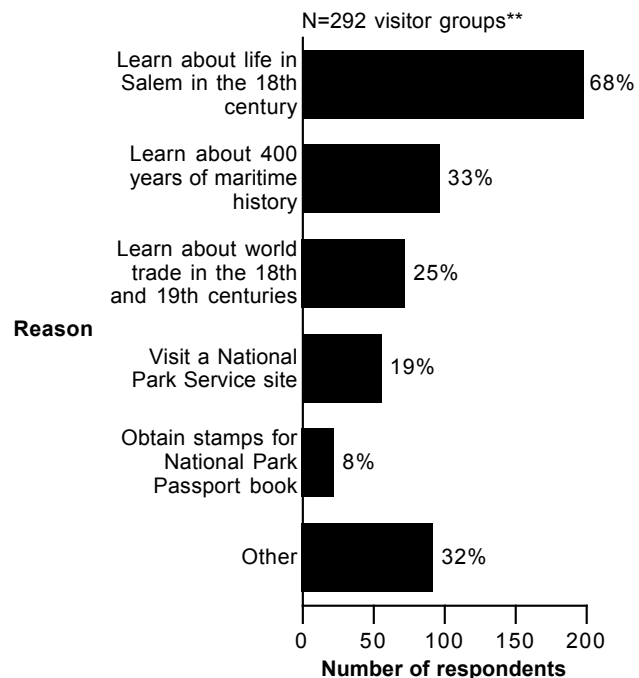


Figure 28. Reason for visiting Salem Maritime NHS

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 14. “Other” reasons for visiting Salem Maritime NHS
(N=96 comments; some visitor groups made more than one comment)

Reason	Number of times mentioned
Wandered in/chance visit	11
Learn about Salem Witch Trials	10
Visiting Salem in general	8
See/tour the Friendship of Salem	6
July 4th celebration/fireworks	4
Visiting family/friends	4
Junior Ranger program	3
Obtain tourist information	3
Restroom	3
Visiting House of the Seven Gables	3
Visiting Peabody Essex Museum	3
It was free	2
Learn more about Salem in general	2
Resident of area	2
Anniversary	1
Daily walks on Derby Wharf to the lighthouse	1
For fun	1
For the new Salem Witch Hunt movie at the visitor center	1
Genealogy	1
Had tickets for schooner Fame	1
Info on bike routes	1
Interest in American history	1
Killing time at visitor center before taking rigging and navigation course on schooner Fame	1
Leisure	1
Let the kids run around a little after lunch	1
Linked with witch sites	1
Living history event	1
Long time desire	1
Love Salem and its history	1
Lunch at the wharf	1
Marblehead to Halifax Ocean Race	1
Outdoor sights	1
Paranormal interests	1
Photos	1
Project research	1
Read book "Bunker Hill"	1
Restaurants	1
Revisiting this site	1
See Hawthorne's birthplace	1
The maritime replica looked really enticing	1
Visiting Boston	1
Visiting Salem sound and the wharf	1
Visiting site of Salem Witch Trials	1
Walking back from Salem Ferry	1
Watch video	1
Wedding	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Reasons for visiting the Downtown Visitor Center

Question 9

On this visit, what were your personal group's reasons for visiting the Downtown Visitor Center?

Results

- As shown in Figure 29, the most common reasons visitor groups visited the Downtown Visitor Center were:

68% Learn what to see and do in Salem

49% Learn about witches of Salem

33% Learn about maritime history

- "Other" reasons (15%) are shown in Table 15.

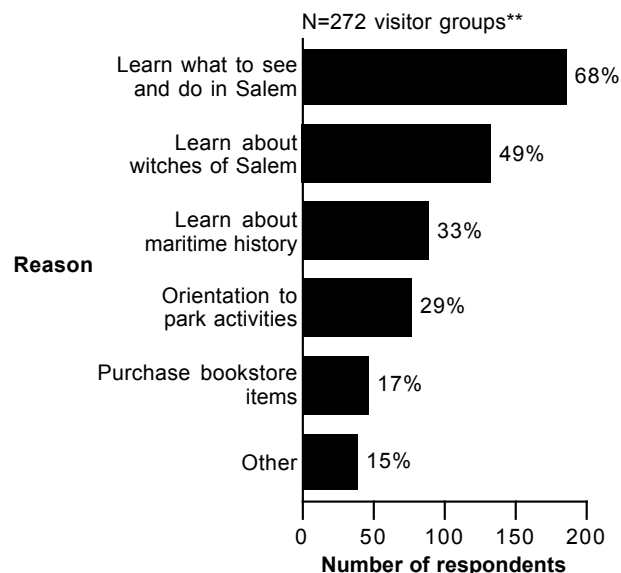


Figure 29. Reason for visiting the Downtown Visitor Center

Table 15. "Other" reasons for visiting the Downtown Visitor Center (N=96 comments; some visitor groups made more than one comment)

Reason	Number of times mentioned
Restroom	6
Air conditioning	4
Maps/brochures/information	4
Curiosity	2
Friendship of Salem	2
Junior Ranger program	2
Learn about Salem	2
Meeting location	2
Watch film	2
Bio Break	1
Deliver Captain W.W. Burgess effects	1
Enjoy Salem	1
Enjoy walking through it regularly	1
Exhibits	1
Find lunch	1
Fireworks	1
Free	1
General interest	1
Open	1
Stop along the way	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Adequacy of park directional signs

Questions 3a-3c

On this visit, were the signs directing your personal group to and within Salem Maritime NHS adequate?

Results

- Table 16 shows visitor groups' ratings of the adequacy of park directional signs to and around Salem Maritime NHS.

Table 16. Adequacy of park directional signs

Signs	N	Adequate? (%)*		
		Yes	No	Did not use
Interstate signs	291	31	8	62
Signs in local communities	295	57	10	34
Signs in Salem Maritime NHS	291	70	7	23

Question 3d

If you answered NO for any of the above, please explain. (Open-ended)

Results

- Table 17 - Table 19 list visitor groups' reasons for the inadequacies of park directional signs to and around Salem Maritime NHS.

Table 17. Reasons why interstate signs were inadequate (N=22 comments) – **CAUTION!**

Reason	Number of times mentioned
Did not see any signs	17
Signage was confusing	3
Exits was for Salem, not NHS	1
Not enough signs	1

Table 18. Reasons why signs in local communities were inadequate (N=19 comments; some visitor groups made more than one comment) – **CAUTION!**

Reason	Number of times mentioned
Did not see any signs	9
Signage was confusing	2
It is not easy to see how to get from the train station to the visitor center on foot	1
No clear directions to visitor center once in town	1
Not enough signs on road into Salem	1
Route confusing; not enough signs	1
Saw only one sign directing to wharf on waterfront	1
Signs difficult to spot	1
Signs were not obvious	1
The signage in Salem was very poor. We had a very hard time finding you.	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 19. Reasons why signs in Salem Maritime NHS
(N=11 comments) – **CAUTION!**

Reason	Number of times mentioned
Did not see any signs	3
All of the signage was inadequate. Only saw signs for ship. No other directions to sites.	1
Could not find everything	1
Dark color made it difficult to identify signs	1
If walking, signage was clear, but was not clear for driving	1
Not all buildings had signs that were easy to find. Not sure what was historic and what was commercial.	1
Not enough signs	1
Signage to waterfront was not good	1
Signage was lacking	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of visit

Question 6a

On this visit, how much total time did your personal group spend visiting the Salem Maritime NHS?

Results

- 63% of visitor groups spent up to two hours visiting the park (see Figure 30).
- 37% spent three or more hours.
- The average length of visit was 2.5 hours.

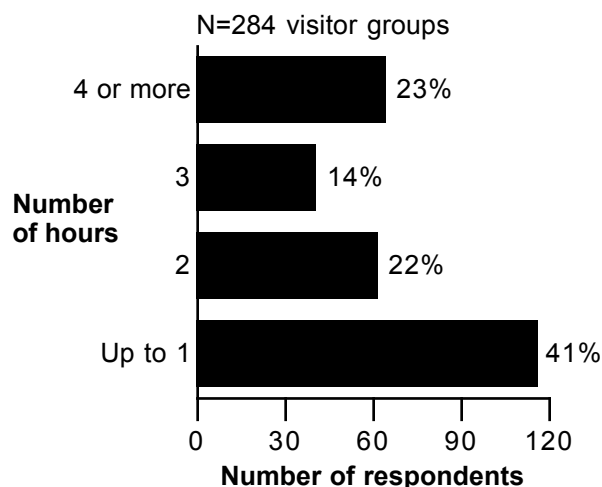


Figure 30. Number of hours spent in the park

Visit the park on more than one day

Question 6b

Did your personal group visit Salem Maritime NHS on more than one day?

Results

- 13% of visitor groups visited the park on more than one day (see Figure 31).

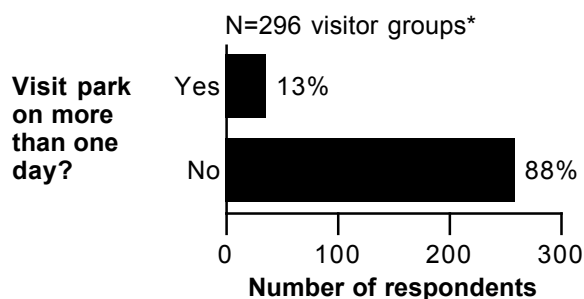


Figure 31. Visitor groups that visited the park on more than one day

Question 6c

If YES, how many days?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to the question to provide reliable results (see Figure 32).

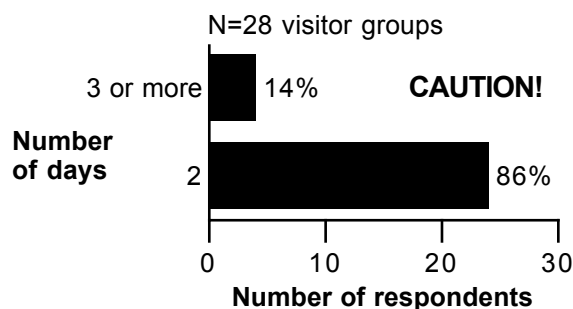


Figure 32. Number of days spent visiting the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expected length of stay vs. actual length of stay

Question 7a

Compared to what you had planned, how much time did your personal group spend visiting Salem Maritime NHS?

Results

- 34% of visitor groups had a planned amount of time to spend at the park on this visit (see Figure 33).
- Among those visitor groups that had a planned amount of time to spend at the park, 39% spent about the same amount of time as they planned (see Figure 34).
- 38% spent more time than planned.

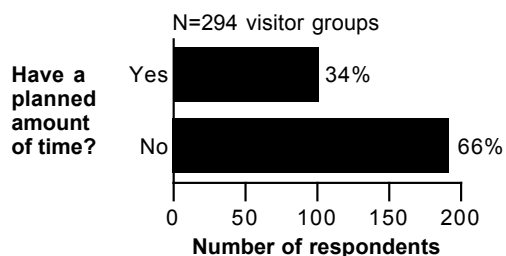


Figure 33. Visitor groups that had a planned amount of time to spend at the park on this visit

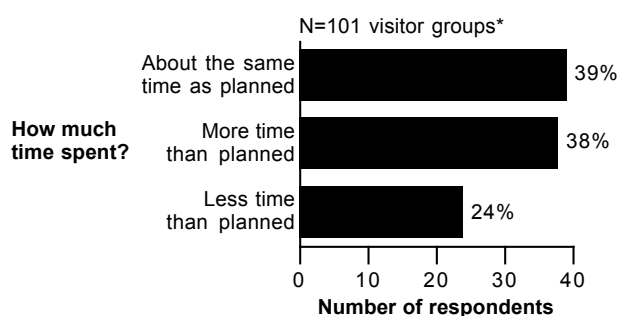


Figure 34. Expected length of stay vs. actual length of stay

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Reasons for spending more or less time than planned at the park**Question 7b**

If your personal group spent more time visiting Salem Maritime NHS than what you had planned, what were the reasons for changing your plans?

Results

- 31 visitor groups listed reasons for spending more time at the park than they planned (see Table 20).

Table 20. Reasons for spending more time than planned
(N=31 comments)

Reason
Beautiful city, friendly people
Beautiful location, wonderful facilities, family was having a very positive experience
Films in visitor center
Holiday activities - 4th of July
Information obtained at the center
Interactive signs/exhibits on Derby Wharf
It was interesting to learn about history
It was raining hard (sorry but true). Would have liked to see manor; would have stayed rain or not, to do that if it wasn't an extra fee.
Lots to read
Lots of very interesting information
More information about Salem history than we were aware of
More to see than we originally thought
More to see/learn than expected
Much of Salem was closed on July 4th
Opportunity for tour of the Friendship of Salem
Some site has limitation of entrance
The kids were really enjoying the exhibits so we stayed longer
The reenactment "By His Excellency's Command"
The sites took longer than expected
There was more to see than expected
There was more to see than originally thought
This was more interesting than the witch stuff
Too much to see in Salem in one day
Took longer
Took our time
Waiting for the video
Walking tour was good choice and there was lots to see
Want to see the film
Was so much to do, needed more time
We enjoyed it -- more things to see than we thought
We were allowed to go on a tour

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 7b

If your personal group spent less time visiting Salem Maritime NHS than what you had planned, what were the reasons for changing your plans?

Results – Interpret results with **CAUTION!**

- 21 visitor groups listed reasons for spending less time at the park than they planned (see Table 21).

Table 21. Reasons for spending less time than planned (N=21 comments) – **CAUTION!**

Reason
Everything closed at 5 pm, decided to cancel 7 pm dinner reservation and go back to hotel in Boston
Heat was a huge factor, but we still enjoyed the parade reenactment. And they were in wool.
It was July 4th and the wharf was closed to foot traffic today
Just read about other places to see. Didn't realize how much there was to see at Salem Maritime National Historic Site.
Many buildings were not open to tour
Many facilities were closed
Missed guided tour on Friendship, sequester had several buildings closed, very hot day
Most places were closed
Sequestration resulted in closed buildings
Site closed too early on a Saturday (by the water)
Special 4th of July events and especially closure of Friendship of Salem
Spent too much time in the Peabody Essex Museum
Tall ship closed
The movie on the Salem witch trials was not being offered
The tour of the ship was at an awkward time for us
There was basically no information on Salem Witch Trials
Too much to see in one day (ferry schedule, trolley schedule)
Unaware of need to schedule tours, too late for film, didn't know Orientation Center were closed
We came on two different days, Tuesday and Wednesday July 2nd and 3rd, and everything was closed! A ranger was kind enough to let us see the top deck of the boat.
We left our original destination later than planned
Weather

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 7c

If your personal group spent less time than you had planned visiting the park, what would encourage you to stay longer?

Results – Interpret results with CAUTION!

- 28 visitor groups listed elements that would encourage them to spend more time at the park (see Table 22).

Table 22. Elements that would encourage visitor groups to spend more time at the park – **CAUTION!**
(N=28 comments)

Reason
A witches tour
Able to board Friendship of Salem while ranger tour was taking place, end of sequester!
Access to the end of the wharf (the lighthouse)
All venues open
Allow more time for museums -- specific tour times, not unguided tours
Another later showing of the film on the Salem Witch Trials
Being open
Cleaner wharf/Salem friendly area, more interactive displays, or museum-type activities
Facilities being open
Having all the buildings open
Having places open to visit
If everything was open and schedules posted
Information on Salem Witch Trials
Longer hours to tour sites
Longer opening hours during normal summer working hours (9 am – 5 pm)
More exhibits
More flexible access to the tall ship
More free films or a tour person talking about Salem's history - (told inside) a very hot day
More places with AC that were free or very cheap
More to do/see between 5 pm and 7 pm
More tours and more open buildings
Open buildings, but understand that reenactment took manning
Tall ship open
Temperature was hot outside, fall would have been better
The buildings should be open for self-guided tours
The displays were educational
The houses near the wharf were closed or we would have toured them too
Was closed on a Saturday afternoon around 4 pm

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites visited in the park

Question 2c

For this visit, please indicate all of the places that your personal group visited.

Results

- As shown in Figure 35, the sites most commonly visited by visitor groups at Salem Maritime NHS were:

81% Downtown Visitor Center
61% Friendship of Salem
59% Derby Wharf

- The least visited site was:

9% Narbonne House

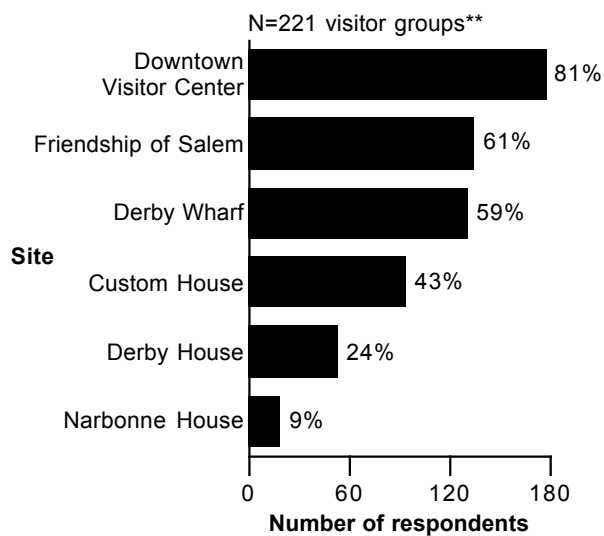


Figure 35. Sites visited in the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visit to the Eastern National bookstore at the Downtown Visitor Center

Question 13a

On this visit to Salem Maritime NHS, did your personal group visit the Eastern National bookstore at the Downtown Visitor Center?

Results

- 41% of visitor groups visited the Eastern National bookstore at the Downtown Visitor Center (see Figure 36).

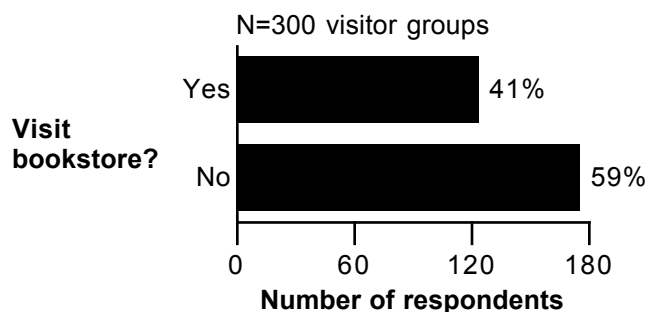


Figure 36. Visitor groups that visited the Eastern National bookstore at the Downtown Visitor Center

Question 13b

If YES, was the bookstore space adequate to view sales items?

Results

- 97% of visitor groups felt the bookstore space was adequate to view sales items (see Figure 37).

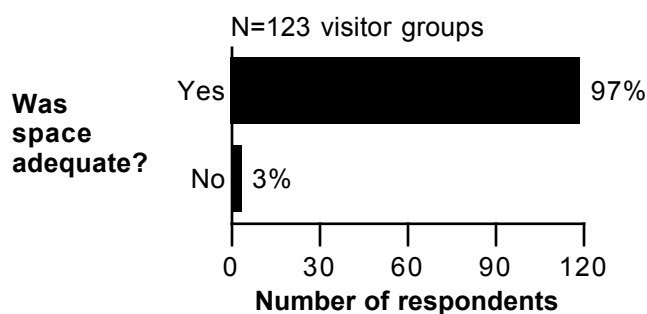


Figure 37. Visitor groups that felt the bookstore space was adequate to view sales items

Question 13c

Were there any sales items that your personal group would have liked to purchase that are not currently available?

Results

- 11% of visitor groups would like to purchase items that are not currently available at the bookstore on a future visit (see Figure 38).

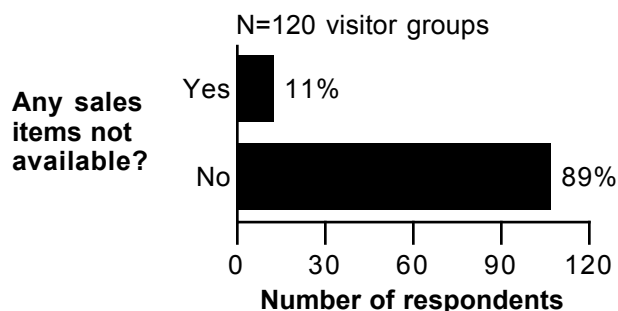


Figure 38. Visitor groups that would like to purchase items that are not currently available at the bookstore on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13d

If YES, which items would your personal group like to have available for purchase in the future?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to the question to provide reliable results (see Figure 39).

- The topics of additional publications available for purchase on a future visit were:

Children's books
China trade
Maritime history
More pirate books
Poster with Flaudre
Programs/lesson plans to supplement high school literature (e.g. "The Crucible," "The Scarlet Letter," and Hawthorne stories)
Salem life
Salem naval history

- "Other" items (54%) were:

Extra pages for the explorer edition passport
More costumes, fun stuff to wear
More variety at store and more affordable prices
Sextant
Shot glasses

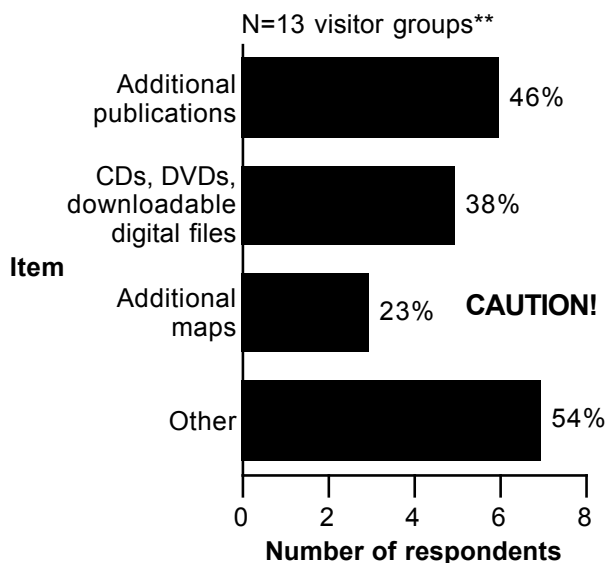


Figure 39. Items for purchase at visitor center bookstore on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on this visit

Question 8a

On this visit, in which activities did your personal group participate within Salem Maritime NHS?

Results

- As shown in Figure 40, the most common activities in which visitor groups participated on this visit were:

74% Visiting Downtown Visitor Center
68% Viewing indoor and outdoor exhibits/signs
52% Visiting Friendship of Salem

- “Other” activities (13%) were:

4th of July concert and fireworks
Enjoy history
Gather information
Kill some time
Learn history of Salem
Learn something new
Learn while enjoying the sites
Obtain National Park Passport stamp
Participate in living history programs
Site research for education project
Very interested in site layout
Visiting wharf
Watch reenactment

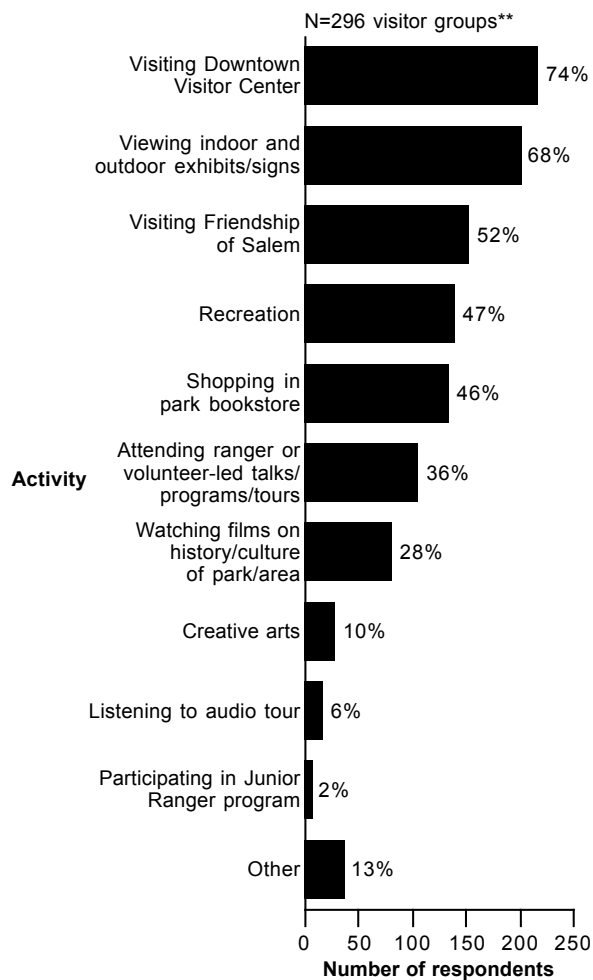


Figure 40. Activities on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activity that was primary reason for visit

Question 8b

Which one of the above activities was the primary reason your personal group visited Salem Maritime NHS on this visit?

Results

- As shown in Figure 41, the most common activities that were the primary reason for the visiting the park were:

24% Visiting Friendship of Salem
13% Visiting Downtown Visitor Center
11% Recreation

- “Other activities (31%) that were the primary reason for visiting the park were:

Enjoy history
Gather information
Kill some time
Learn history of Salem
Learn something new
Learn while enjoying the sites
Obtain National Park Passport stamp
Participate in living history programs
See historic sites
Site research for education project
Very interested in site layout
Watch reenactment

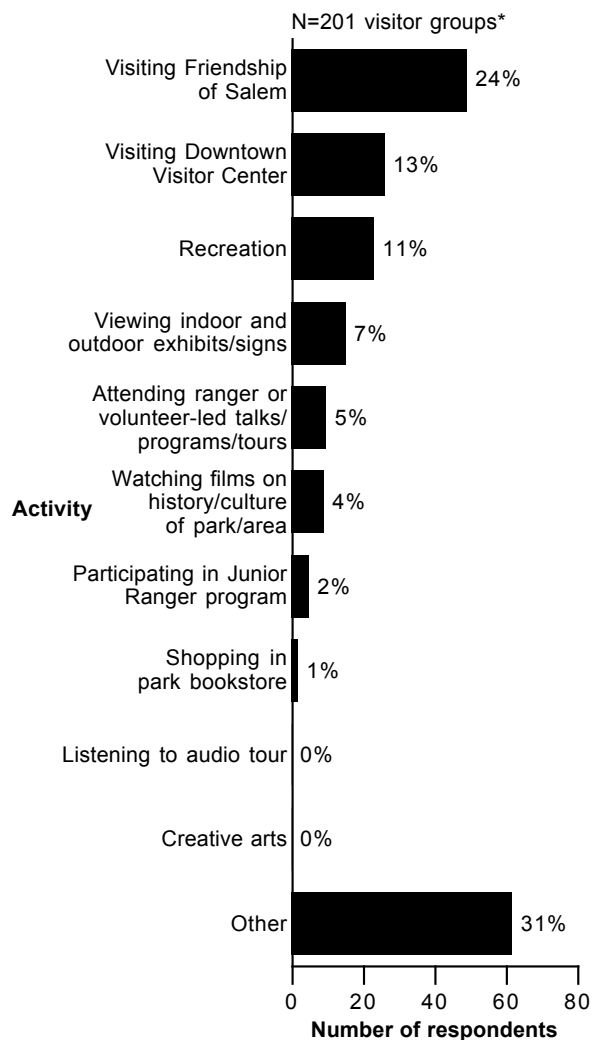


Figure 41. Activity that was primary reason for visiting the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ranger or volunteer-led talks/programs/tours

Question 10a

On this visit to Salem Maritime NHS, did anyone in your personal group participate in any of the ranger or volunteer-led talks/programs/tours?

Results

- 33% of visitor groups participated in ranger or volunteer-led talks/programs/tours on this visit (see Figure 42).

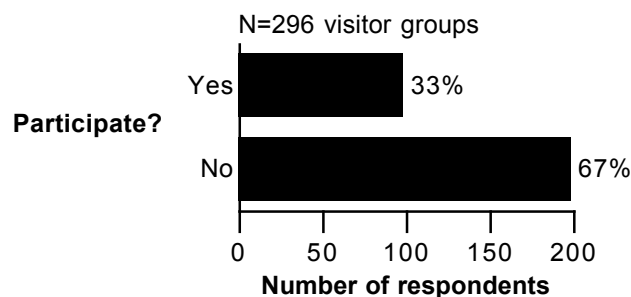


Figure 42. Visitor groups that attended ranger or volunteer-led talks/programs/tours on this visit

Question 10b

If NO, what prevented your personal group from participating in ranger or volunteer-led talks/programs/tours?

Results

- As shown in Figure 43, the most common reasons preventing visitor groups from participating in ranger or volunteer-led talks/programs/tours were:

48% Did not have time for this activity
 25% Programs not offered at time of visit
 20% Not aware of ranger or volunteer-led activities

- “Other” reasons (8%) were:

All ship tours booked
 Already did them
 Did not make reservations
 Hot weather
 Need more rangers
 Not aware we needed to reserve time
 There was a fee for movie
 Times were inconvenient
 Visiting with 3 year old
 We were hungry and knew we were coming back

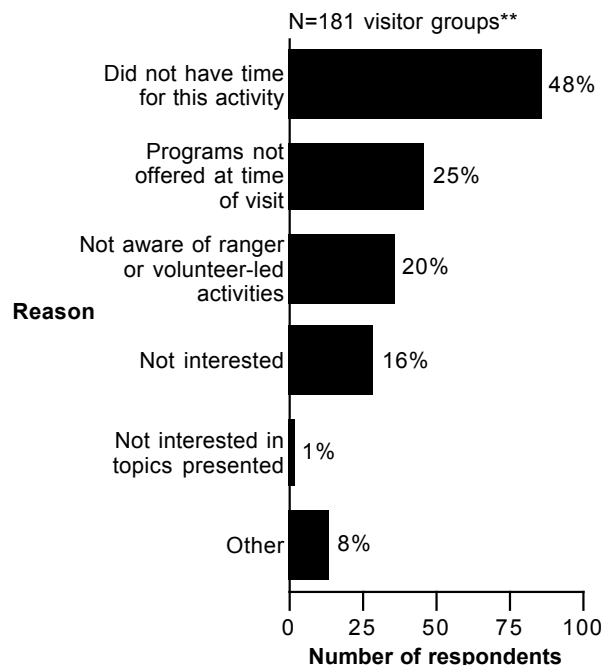


Figure 43. Reasons visitor groups were prevented from participating in ranger or volunteer-led talks/programs/tours?

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Topics learned on this visit**Question 16a**

Salem Maritime NHS interpretive programs and visitor center exhibits discuss topics related to maritime history in the 18th and 19th centuries. Please indicate all the topics your personal group learned (or learned more) about on this visit.

Results

- 59% of visitor groups learned about selected park topics on this visit (see Figure 44).

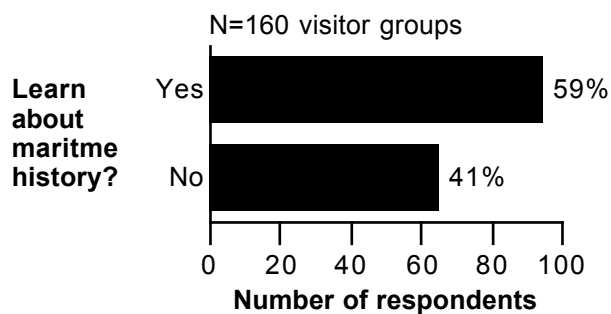


Figure 44. Visitor groups that learned about selected park topics on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 16b

For each topic, please indicate how much your level of understanding improved during your visit.

Question 16c

For each topic, please indicate whether your personal group would be interested in learning (or learning more) about on a future visit.

400 years of maritime history**Results**Learned about topic

- 64% of visitor groups learned about 400 years of maritime history on this visit (see Figure 45).

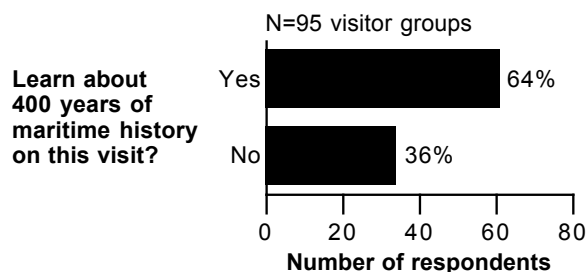


Figure 45. Visitor groups that learned about 400 years of maritime history on this visit

Level of understanding improved

- 42% of visitor groups felt their level of understanding about 400 years of maritime history improved “a lot” during their visit (see Figure 46).
- 39% felt it improved “somewhat.”

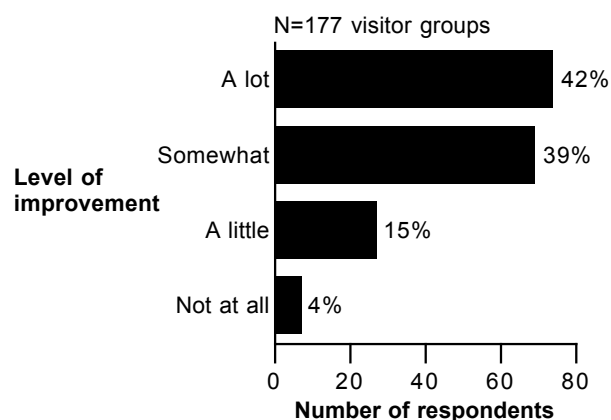


Figure 46. Level of understanding improved

Interested in learning (or learning more) on a future visit

- 88% of visitor groups were interested in learning (or learning more) about 400 years of maritime history on a future visit (see Figure 47).

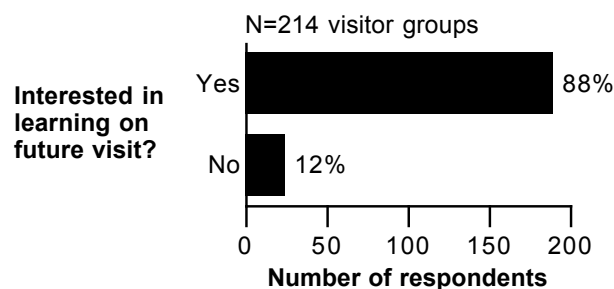


Figure 47. Visitor groups were interested in learning (or learning more) about 400 years of maritime history on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

World trade in the 18th and 19th centuries

Results

Learned about topic

- 66% of visitor groups learned about world trade in the 18th and 19th centuries on this visit (see Figure 48).

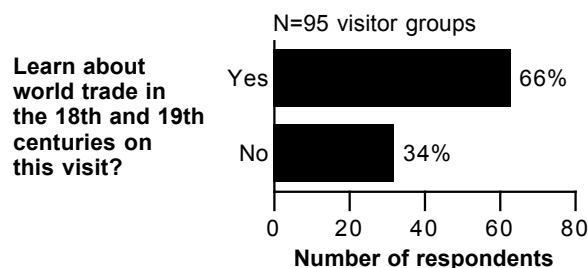


Figure 48. Visitor groups that learned about world trade in the 18th and 19th centuries

Level of understanding improved

- 45% of visitor groups felt their level of understanding about world trade in the 18th and 19th centuries improved “a lot” during their visit (see Figure 49).
- 38% felt it improved “somewhat.”

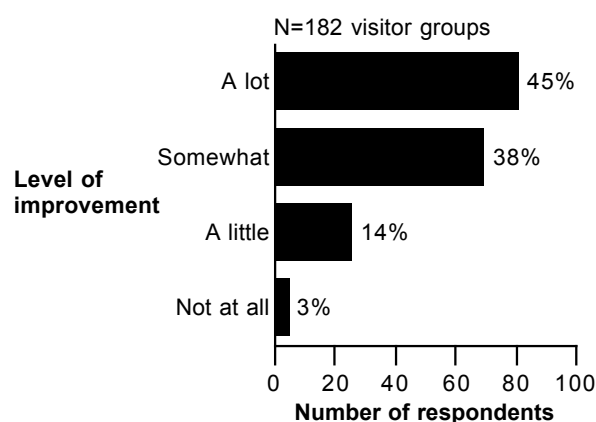


Figure 49. Level of understanding improved

Interested in learning (or learning more) on a future visit

- 87% of visitor groups were interested in learning (or learning more) about world trade in the 18th and 19th centuries on a future visit (see Figure 50).

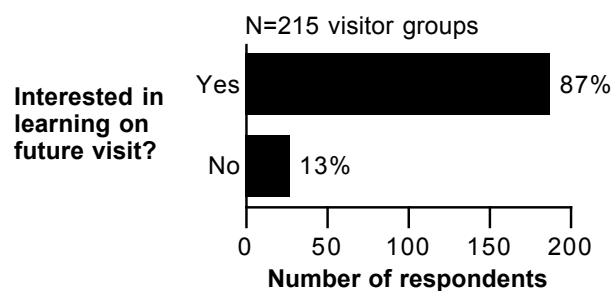


Figure 50. Visitor groups were interested in learning (or learning more) about world trade in the 18th and 19th centuries on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Life in Salem in the 18th and 19th centuries

Results

Learned about topic

- 84% of visitor groups learned about life in Salem in the 18th and 19th centuries on this visit (see Figure 51).

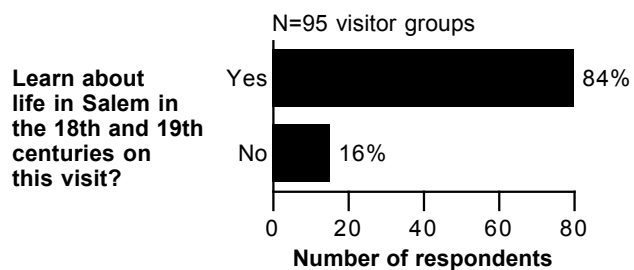


Figure 51. Visitor groups that learned about life in Salem in the 18th and 19th centuries on this visit

Level of understanding improved

- 52% of visitor groups felt their level of understanding about life in Salem in the 18th and 19th centuries improved “a lot” during their visit (see Figure 52).
- 35% felt it improved “somewhat.”

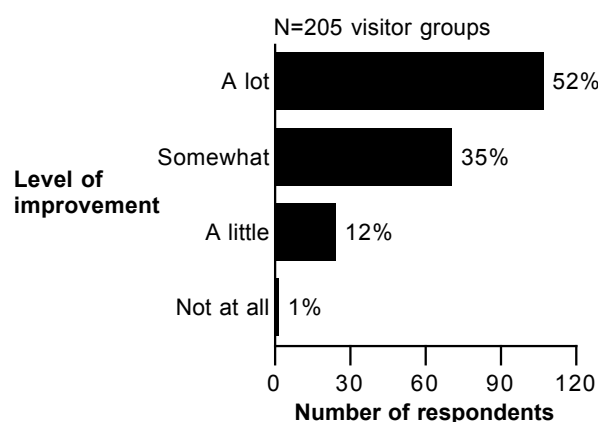


Figure 52. Level of understanding improved

Interested in learning (or learning more) on a future visit

- 92% of visitor groups were interested in learning (or learning more) about life in Salem in the 18th and 19th centuries on a future visit (see Figure 53).

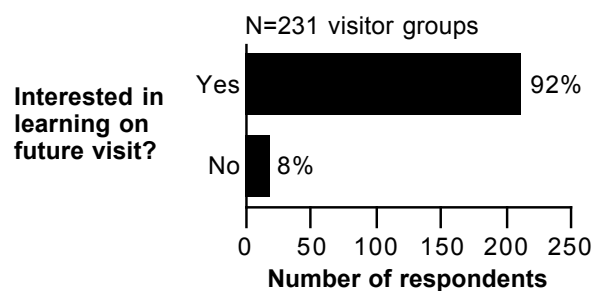


Figure 53. Visitor groups were interested in learning (or learning more) about life in Salem in the 18th and 19th centuries on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Operation of 18th and 19th century ships

Results

Learned about topic

- 54% of visitor groups learned about operation of 18th and 19th century ships on this visit (see Figure 54).

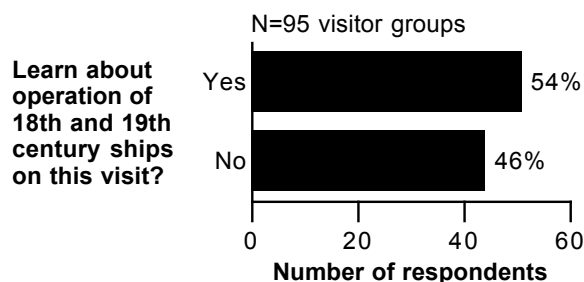


Figure 54. Visitor groups that learned about operation of 18th and 19th century ships on this visit

Level of understanding improved

- 49% of visitor groups felt their level of understanding about operation of 18th and 19th century ships improved “a lot” during their visit (see Figure 55).
- 28% felt it improved “somewhat.”

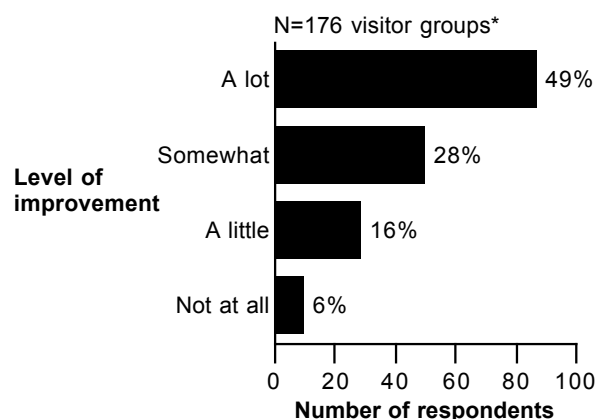


Figure 55. Level of understanding improved

Interested in learning (or learning more) on a future visit

- 86% of visitor groups were interested in learning (or learning more) about operation of 18th and 19th century ships on a future visit (see Figure 56).

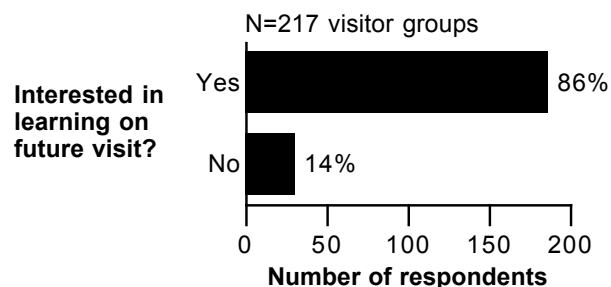


Figure 56. Visitor groups were interested in learning (or learning more) about operation of 18th and 19th century ships on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 16d

Please list any additional topics your personal group is interested in learning about at Salem Maritime NHS.

Results – Interpret results with CAUTION!

- 27 visitor groups listed additional topics to learn about on a future visit (see Table 23).

Table 23. Additional topics to learn about on a future visit
(N=28 comments; one visitor group made more than one comment) – **CAUTION!**

Topic	Number of times mentioned
Witches	2
1914 Salem Fire/Shoreline - what it once was	1
Better transportation from ferry to town	1
British management of Salem late 1700's	1
Community life of time period	1
Cultures	1
Families in area	1
How people lived in the era	1
How the custom house operated using the Friendship as a prime example	1
How the witch trials affected trading	1
How they packed the boats, delivered the fish, what the fish boat history is	1
How young boys came to serve on ships and other personal stories. Were women on ships?	1
Immigration	1
Lifestyle and leadership of early settlers	1
Living conditions, history of village, seaports	1
Local pirate lore and privateer lore	1
More about architecture	1
More about the actual sailor's life	1
More about the people/stories	1
More short movies about all history of New England	1
Original settlers	1
Personal histories of people from various strata of society, from rich to poor, male and female	1
Personal history of accused witches	1
Salem Witch Trials	1
Understanding trade routes to the far east	1
Why Salem's fortunes diminished	1
Wiccans	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Services, Facilities, Attributes, Resources, and Elements

Visitor services and facilities used

Question 14a

Please indicate all the visitor services and facilities that your personal group used at Salem Maritime NHS during this visit.

Results

- As shown in Figure 57, the most common visitor services and facilities used by visitor groups were:

76% Assistance from park staff
74% Downtown Visitor Center
(overall)
66% Restrooms

- The least used service/facility were:

3% Junior Ranger program
3% Audio tour

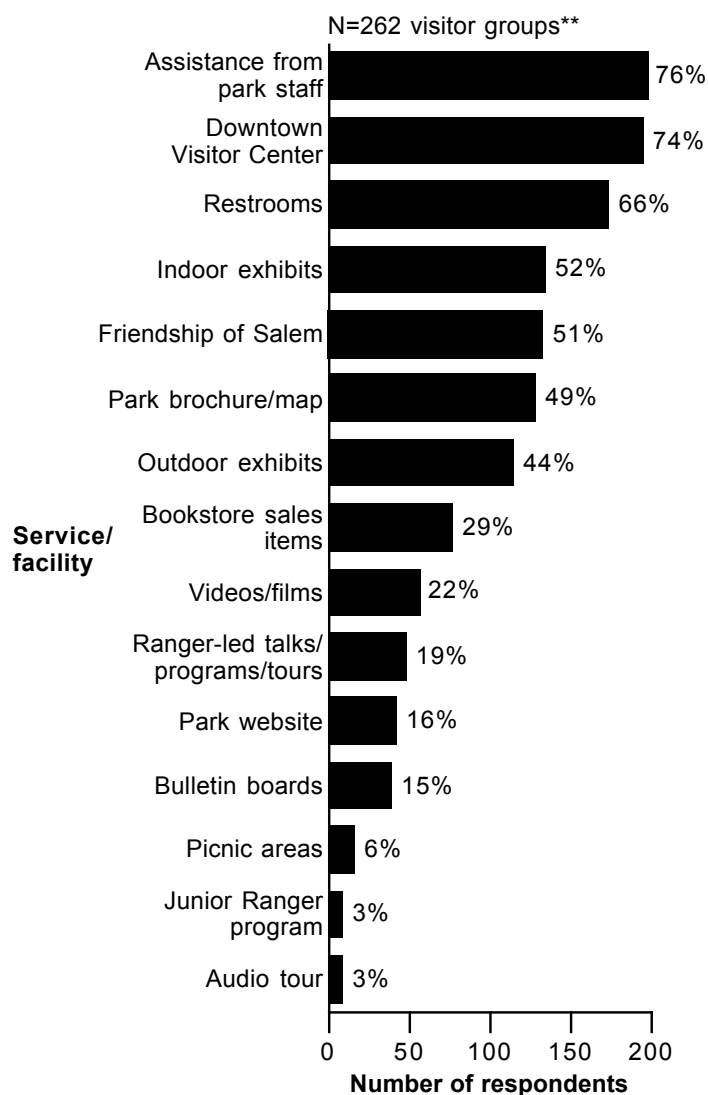


Figure 57. Visitor services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor services and facilities

Question 14b

For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 58 shows the combined proportions of “extremely important” and “very important” ratings of visitor services and facilities that were rated by 30 or more visitor groups.

- The visitor services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 98% Ranger-led talks/programs/tours
- 91% Restrooms
- 89% Downtown Visitor Center (overall)

- Table 24 shows the importance ratings of each service and facility.
- The service/facility receiving the highest “not at all important” rating that was rated by 30 or more visitor groups was:

- 3% Bulletin boards

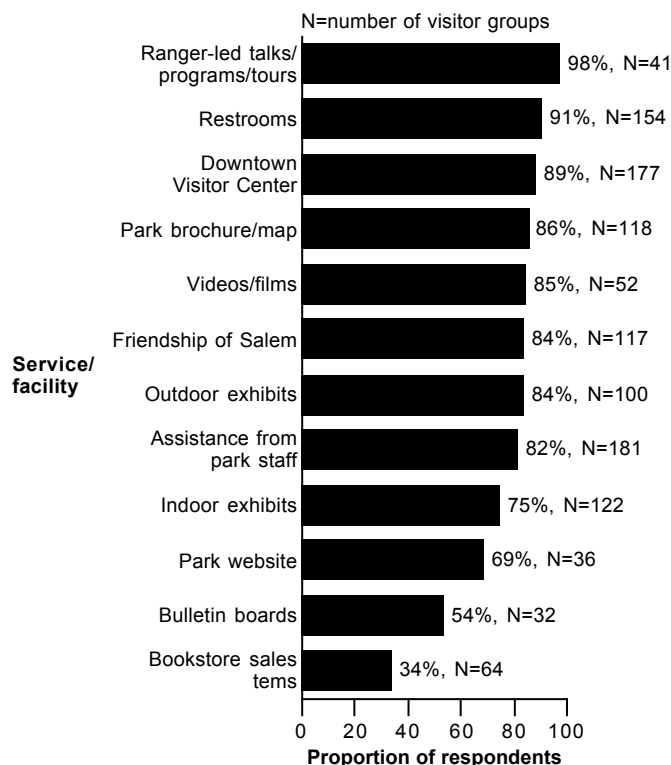


Figure 58. Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 24. Importance ratings of visitor services and facilities
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Assistance from park staff	181	0	3	15	37	45
Audio tour – CAUTION!	8	0	0	38	50	13
Bookstore sales items (selection, price, etc.)	64	2	23	41	25	9
Bulletin boards	32	3	9	34	38	16
Indoor exhibits	122	1	2	22	45	30
Outdoor exhibits	100	0	2	14	55	29
Friendship of Salem (replica tall ship)	117	0	0	16	30	54
Junior Ranger program – CAUTION!	7	0	0	0	14	86
Park brochure/map	118	0	1	13	28	58
Park website: www.nps.gov/sama (used before or during visit)	36	0	6	25	22	47
Picnic areas – CAUTION!	14	0	7	14	7	71
Ranger-led talks/programs/tours	41	0	0	2	20	78
Restrooms	154	1	1	7	23	68
Videos/films	52	0	2	13	35	50
Downtown Visitor Center (overall)	177	1	1	10	32	57

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services and facilities

Question 14c

For only those services and facilities that your personal group used, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

Results

- Figure 59 shows the combined proportions of “very good” and “good” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:

- 100% Ranger-led talks/programs/tours
- 95% Assistance from park staff
- 94% Downtown Visitor Center (overall)

- Table 25 shows the quality ratings of each service and facility.
- The service/facility receiving the highest “very poor” rating that was rated by 30 or more visitor groups was:

- 2% Videos/films

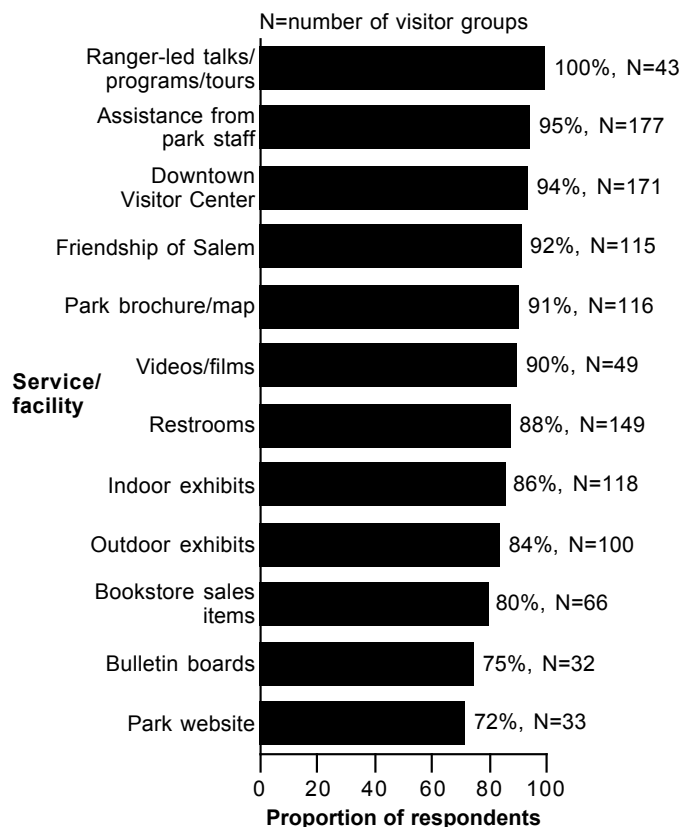


Figure 59. Combined proportions of “very good” and “good” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 25. Quality ratings of visitor services and facilities
(N=number of visitor groups)

Service/facility	N	Very poor	Poor	Rating (%) [*]		
				Average	Good	Very good
Assistance from park staff	177	0	2	3	18	77
Audio tour – CAUTION!	7	0	0	29	57	14
Bookstore sales items (selection, price, etc.)	66	0	2	18	36	44
Bulletin boards	32	0	3	22	41	34
Indoor exhibits	118	0	1	13	43	43
Outdoor exhibits	100	1	1	14	42	42
Friendship of Salem (replica tall ship)	115	0	2	7	17	75
Junior Ranger program – CAUTION!	8	0	0	13	38	50
Park brochure/map	116	0	0	9	29	62
Park website: www.nps.gov/sama (used before or during visit)	33	0	3	24	42	30
Picnic areas – CAUTION!	13	0	8	23	8	62
Ranger-led talks/ programs/tours	43	0	0	0	19	81
Restrooms	149	1	1	9	23	65
Videos/films	49	2	2	6	33	57
Downtown Visitor Center (overall)	171	0	2	5	31	63

^{*}total percentages do not equal 100 due to rounding

^{**}total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of visitor services and facilities

- Figure 60 and Figure 61 show the mean scores of importance and quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average in importance and quality.

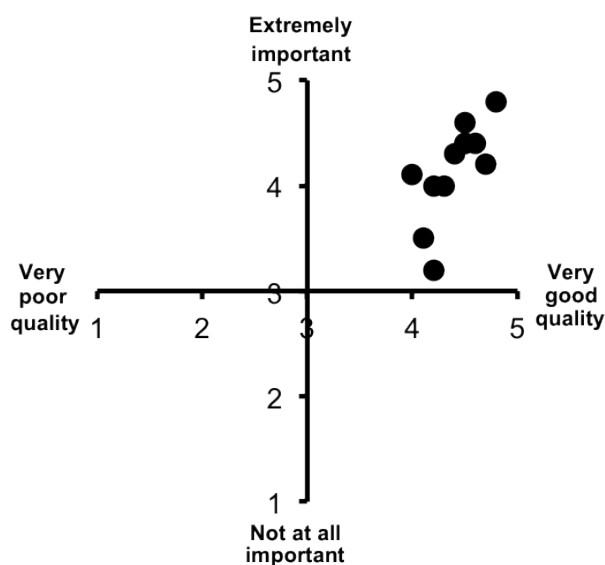


Figure 60. Mean scores of importance and quality ratings of visitor services and facilities

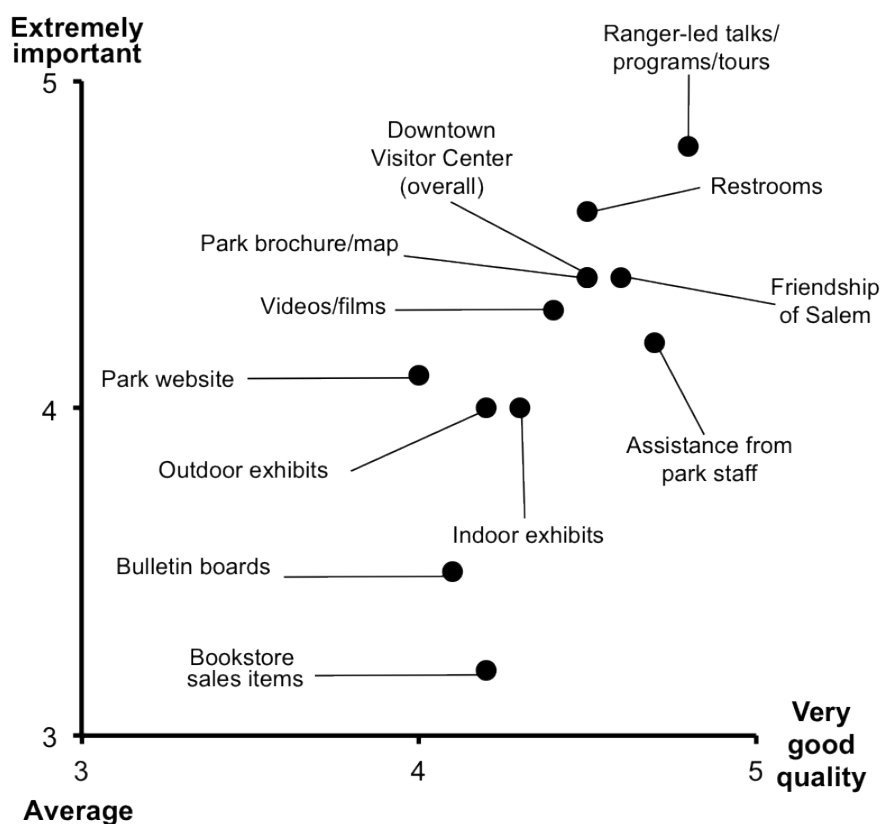


Figure 61. Detail of Figure 60

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Interaction with park staff

Question 12a

During this visit to Salem Maritime NHS, did your personal group have any interaction with park staff?

Results

- 87% of visitor groups had personal interaction with park staff (see Figure 62).

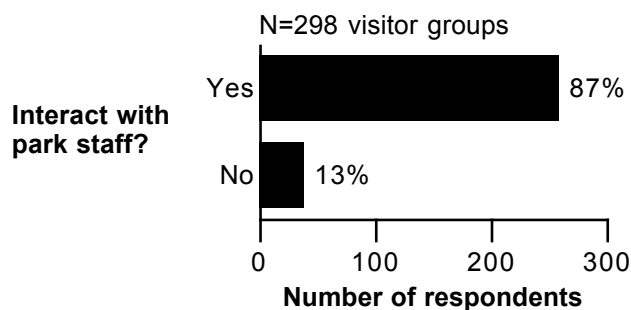


Figure 62. Visitor groups that had personal interaction with park staff

Question 12b

If YES, please rate the quality of your interaction with the park staff.

Results

- Figure 63 shows the combined proportions of “very good” and “good” ratings of visitor groups’ personal interaction with park staff.
- The interaction receiving the highest combined proportions of “very good” and “good” ratings was:

96% Courteousness

- Table 26 shows the quality of visitor groups’ interaction with park staff.

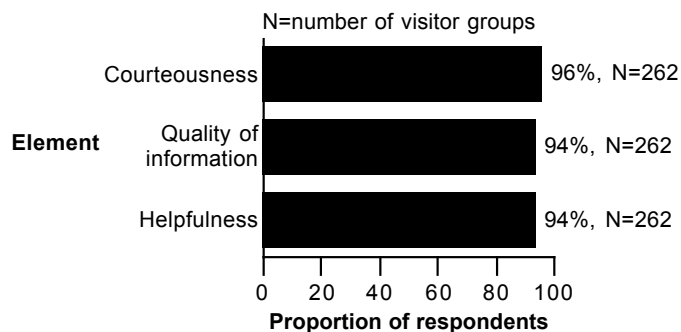


Figure 63. Quality of personal interaction with park staff

Table 26. Quality of personal interaction with park staff (N=number of visitor groups)

Interaction	N	Very poor	Poor	Rating (%)*		
				Average	Good	Very good
Helpfulness	262	<1	1	4	11	83
Courteousness	262	0	0	3	9	87
Quality of information provided	262	1	2	4	13	81

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferences for Future Visits

Recommend visiting Salem Maritime NHS to others

Question 18a

Would you recommend visiting Salem Maritime NHS to others?

Results

- 95% of visitor groups would recommend visiting Salem Maritime NHS to others (see Figure 64).

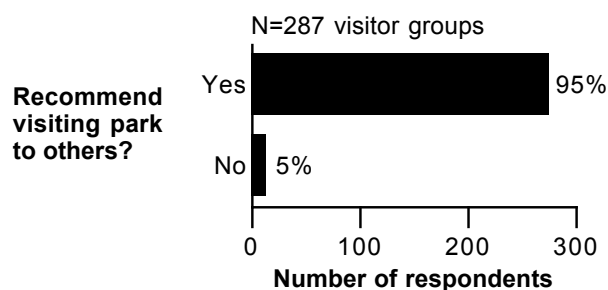


Figure 64. Visitor groups that would recommend visiting Salem Maritime NHS to other

Question 18b

If YES, please explain why.
(Open-ended)

Results

- 227 visitor groups listed reasons for recommending visiting Salem Maritime NHS to others (see Table 27).
- The transcribed open-ended comments can be found in the Visitor Comments section.

Table 27. Reasons for recommending visiting Salem Maritime NHS to others (N=389 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
Interesting	32
Informative	22
History	18
Rangers/staff were knowledgeable	17
Educational	16
Interesting history	15
Rangers/staff were helpful	12
Salem's maritime history	11
Fun	10
Salem's history	8
There is more history to Salem than witch history	8
A lot to do	7
Easy to walk around city	7
History of the U.S.	7

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 27. Reasons for recommending visiting Salem Maritime NHS to others (continued)

Comment	Number of times mentioned
Enjoyable visit	6
Excellent ranger-led tours	6
Friendship of Salem	6
Interesting information	6
There is a lot to learn about	5
Variety of history	5
Well maintained	5
A lot to see	4
Beautiful area	4
Beautiful city	4
Clean	4
Close to other historical sites/points of interest	4
Free	4
Friendly	4
Good exhibits	4
Learn about history	4
Nice city	4
Excellent history videos at visitor center	3
Friendly people	3
Good information	3
History of the Friendship of Salem	3
Peaceful city	3
Rangers/staff were excellent	3
Rich history	3
Beautiful	2
Beautiful location	2
Excellent area	2
Excellent learning experience	2
Excellent tour of the Friendship of Salem	2
Good restaurants/food	2
Great place to visit	2
Great site	2
Impressive	2
Inclusive for all ages	2
Interactive	2
Interesting place	2
Interesting visit	2

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 27. Reasons for recommending visiting Salem Maritime NHS to others (continued)

Comment	Number of times mentioned
Rangers/staff were courteous	2
Rangers/staff were friendly	2
Reenactment	2
Relaxing	2
Valuable resource	2
Well done	2
Well organized	2
Other	52

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 18c

If NO, please explain why not.
(Open-ended)

Results – Interpret results with CAUTION!

- 11 visitor groups listed reasons for not recommending visiting Salem Maritime NHS to others (see Table 28).
- The transcribed open-ended comments can be found in the Visitor Comments section.

Table 28. Reasons for not recommending visiting Salem Maritime NHS to others
(N=15 comments; some visitor groups made more than one comment) – **CAUTION!**

Comment	Number of times mentioned
Buildings were closed	4
Didn't see anything other than visitor center	1
It needs updating, getting with the times	1
Lack of staff	1
More visual/hands-on activities or opportunities	1
No information on Salem Witch Trials	1
Not much to it	1
Other than garage, no place to park	1
Place didn't live up to the hype	1
Somewhat boring	1
The times available to tour sites were too limited	1
Too few staff at Friendship of Salem due to sequestration	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ranger-led programs and tours on a future visit

Question 17a

If your personal group were to visit Salem Maritime NHS in the future, would you be interested in going out on the water by boat or ship for recreation or ranger-led programs and tours?

Results

Recreation trip on boat/ship

- 68% of visitor groups were interested in a recreation trip on a boat/ship on a future visit (see Figure 65).

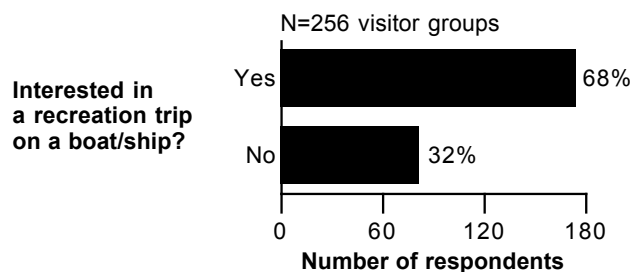


Figure 65. Visitor groups that were interested in a recreation trip on a boat/ship on a future visit

Ranger-led program/tour on boat/ship

- 82% of visitor groups were interested in a ranger-led program/tour on a boat/ship on a future visit (see Figure 66).

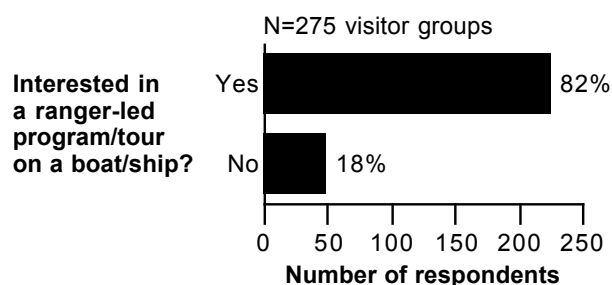


Figure 66. Visitor groups that were interested a ranger-led program/tour on a boat/ship on a future visit

Question 17b

Would you be willing to pay \$10/adult (\$5/child) for a one hour trip on a boat/ship?

Results

- 87% of visitor groups would be willing to pay \$10/adult (\$5/child) for a one hour trip on a boat/ship (see Figure 67).

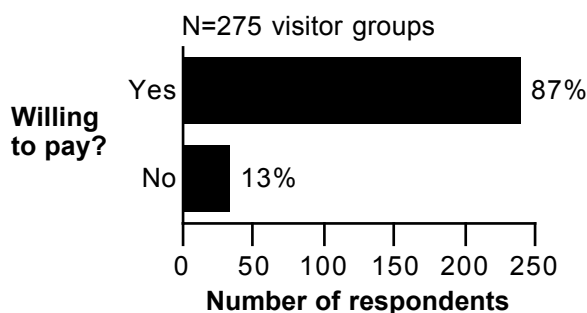


Figure 67. Visitor groups that would be willing to pay \$10/adult (\$5/child) for a one hour trip on a boat/ship

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred length of ranger or volunteer-led programs

Question 11a

If you were to attend a ranger or volunteer-led program at Salem Maritime NHS, which program length would your personal group prefer

Results

- 62% of visitor groups preferred a program length of 1/2 - 1 hour (see Figure 68).
- 28% preferred a program length of under 1/2 hour.
- “Other program lengths (1%) were:

As long as possible
Depends on the subject
Depends on what type of program offered and how much walking

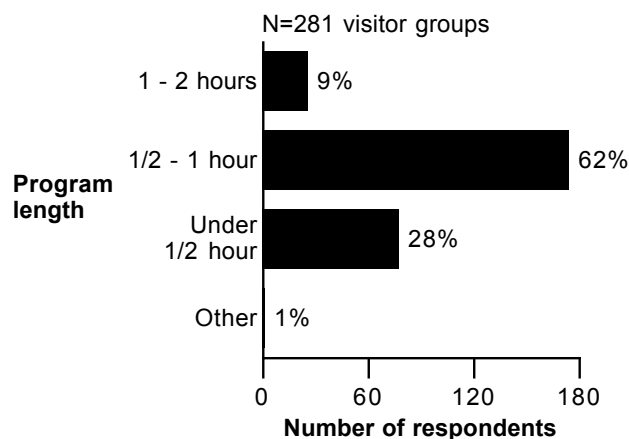


Figure 68. Preferred length of ranger or volunteer-led programs

Preferred time of day to attend ranger or volunteer-led programs

Question 11b

What time of day would be most suitable for your personal group to attend a ranger-led program?

Results

- 47% of visitor groups preferred a program time of 10 am - noon (see Figure 69).
- 24% preferred a program time of noon - 2 pm.
- 13% preferred a program time of 2 pm - 4 pm.
- 13% preferred a program time of 2 pm - 4 pm.
- “Other” times of day (6%) were:

8 am - 4 pm
10 am - 3 pm
Any of the above
Anytime
Throughout day

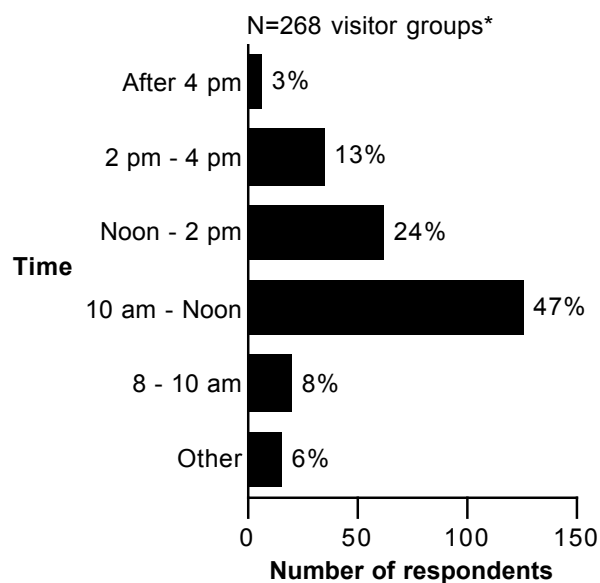


Figure 69. Preferred time to attend ranger or volunteer-led programs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred methods to learn about the park

Question 15

If you were to visit Salem Maritime NHS in the future, how would your personal group prefer to learn about the park's cultural and natural history during your visit to the park?

Results

- 94% of visitor groups were interested in learning about the Salem Maritime NHS on a future visit (see Figure 70).
- As shown in Figure 71, among those visitor groups that were interested in learning about the park, the most common methods to learn were:
 - 54% Printed materials
 - 52% Self-guided tours
 - 52% Indoor exhibits
 - 52% Ranger-guided walks/talks
 - 52% Living history/costumed interpretive programs
- No "other" methods (1%) were specified.

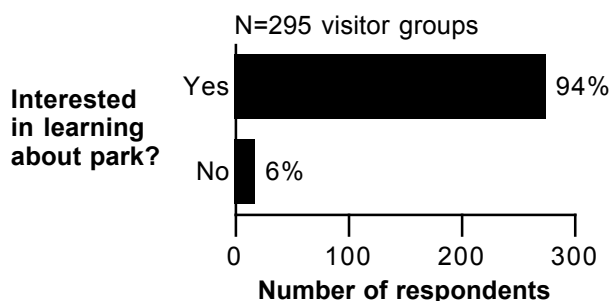


Figure 70. Visitor groups that were interested in learning about the park's cultural and natural history on a future visit

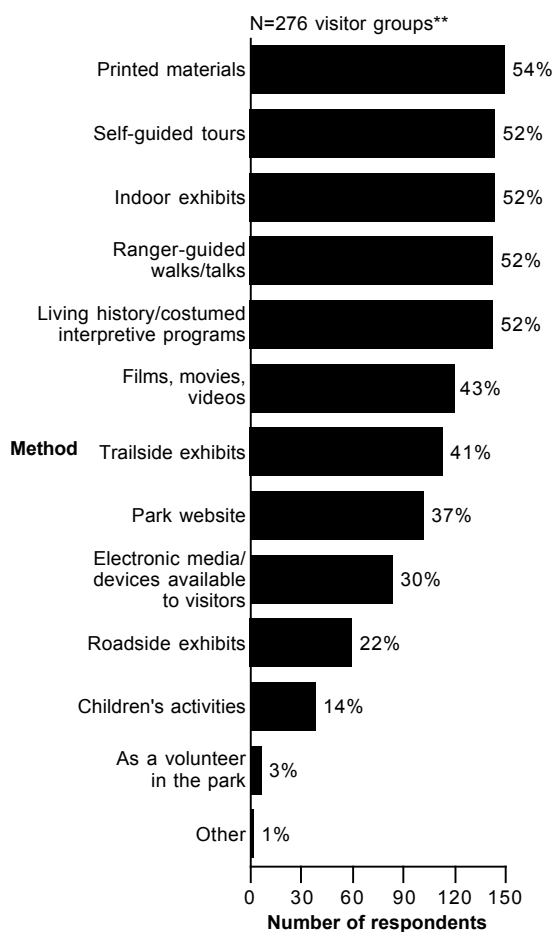


Figure 71. Preferred methods for learning about park's cultural and natural history on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 28

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Salem Maritime NHS during this visit?

Results

- 90% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 72).
- 2% rated the quality as “very poor” or “poor.”

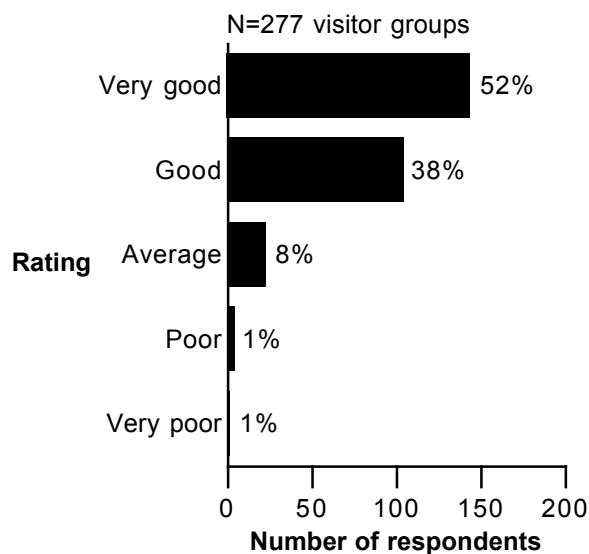


Figure 72. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comment Summaries

What visitors liked most

Question 26a

What did your personal group like most about your visit to Salem Maritime NHS? (Open-ended)

Results

- 74% of visitor groups (N=222) responded to this question.
- Table 29 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 29. What visitors liked most
(N=315 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (9%)	
Rangers/staff were knowledgeable	7
Rangers/staff were friendly	6
Rangers/staff	5
Talking with rangers/staff	5
Gentleman handing out questionnaires	2
Rangers/staff were helpful	2
INTERPRETIVE SERVICES (55%)	
Friendship of Salem	44
Ranger guided tour of Friendship of Salem	29
History	22
Exhibits	16
Information	9
Film/video	8
Ranger guided tour of Custom House	7
Reenactment	6
Information on witches	5
Maritime history	5
Salem's history	4
Junior Ranger program	3
More to Salem than witches	3
Outdoor exhibits	3
Indoor exhibits	2
Interactive exhibits	2
Visitor center sales items	2
Visitor center was good way to get started	2

Table 29. What visitors liked most (continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (10%)	
Visitor center	5
Clean	4
Air conditioning	3
Derby Wharf	3
Walking along the wharf	3
Beautiful architecture of the Custom House	2
Beautiful visitor center	2
Clean restrooms	2
Grounds and building are meticulously maintained	2
Historic buildings	2
Walking to the lighthouse	2
GENERAL (27%)	
Everything	6
City of Salem	4
Shops	4
Attractions within walking distance	3
Beautiful area	3
Easy to get around	3
Character of the harbor	2
Easy access	2
Friendly people	2
Homes	2
Interesting	2
Ocean	2
Peaceful, relaxing atmosphere	2
Red line walking tour	2
Restaurants	2
Trolley tour	2
Walking along waterfront	2
Walking around Salem	2
Witch Museum	2
Other	37

What visitors liked least**Question 26b**

What did your personal group like least about your visit to Salem Maritime NHS? (Open-ended)

Results

- 55% of visitor groups (N=165) responded to this question.
- Table 30 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 30. What visitors liked least
(N=197 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (3%)	
Unfriendly ranger/staff	2
Other	3
INTERPRETIVE SERVICES (24%)	
Not being able to tour Friendship of Salem	19
Limited schedule for guided tours	5
Movie had fee	3
Movie only ran a few times	3
Lack of exhibits	2
Lack of information on witch trials	2
Limited information in visitor center	2
Not much to see/do at visitor center	2
Other	9
FACILITIES/MAINTENANCE (13%)	
Lack of shade	4
Lack of air conditioning in Custom House	3
Lack of benches	3
Not enough signage	3
Lack of restrooms	2
Not enough directions to sites	2
Other	8
POLICY/MANAGEMENT (18%)	
Many buildings were closed	20
Orientation Center was closed	6
Limited hours of operation	5
Limited access to buildings	2
Other	3

Table 30. What visitors liked least (continued)

Comment	Number of times mentioned
GENERAL (43%)	
The heat	30
Nothing to dislike	13
Not enough time	8
A lot of walking	3
Not a lot to do	2
Parking	2
Peabody Essex Museum was closed	2
Too many "witch" commercial attractions	2
Other	22

Additional comments**Question 27**

Is there anything else your personal group would like to tell us about your visit to Salem Maritime NHS? (Open-ended)

Results

- 34% of visitor groups (N=103) responded to this question.
- Table 31 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 31. Additional comments
(N=185 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (20%)	
Rangers/staff were knowledgeable	13
Rangers/staff were helpful	6
Rangers/staff were friendly	5
Rangers/staff were excellent	4
Rangers/staff were not friendly	3
Provide more rangers to staff sites	2
Other	4
INTERPRETIVE SERVICES (32%)	
Enjoyed ranger-led tour of Friendship of Salem	6
Not enough ranger-led tours of the Friendship of Salem	6
Enjoyed learning about maritime history	4
Expand ranger-led tour to include more buildings	4
Enjoyed learning about Salem's history	3
No ranger-led tours available at time of visit	3
Not able to tour the Orientation Center	3
Add living history demonstrations	2
Did not learn much while at visitor center	2
Enjoyed ranger-led tour	2
Enjoyed ranger-led tour of buildings	2
Improve/update visitor center and waterfront exhibits	2
Thank you for help preserving and presenting history	2
Other	18

Table 31. Additional comments (continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (5%)	
Need better directional signs	3
Restrooms are clean	2
Other	4
POLICY/MANAGEMENT (7%)	
Advertise park	5
Visitor center closed too early	2
Other	6
GENERAL (36%)	
Enjoyed visit	17
Will return	5
Repeat visitor	4
Not enough time	3
Thank you	3
A lot to see and do	2
It was fun	2
It was interesting	2
It was too hot	2
Keep up the good work	2
Unable to find suitable place to eat	2
Will recommend to others	2
Other	21

Visitor Comments

This section contains visitor responses to open-ended questions.

Question 18b

{Would you recommend visiting Salem Maritime NHS to others?} If YES, please explain why.
(Open-ended)

- A great place to learn about the history of Salem and the sea
- A great way to learn about maritime history
- A great way to visualize history
- A lot to do and visit
- A nice addition to Salem's witch history-- more history
- A true hidden gem in Salem
- All parks need visitors
- An interesting and informative visit
- As an addition and balance to witch information- round out our history lesson
- Attractive displays, a rich history, well preserved
- Beautiful and fun
- Beautiful city with a lot of history
- Beautiful location and interesting; people are friendly
- Beautiful park in a beautiful city
- Beautiful town, great to walk around
- Beautiful walk to lighthouse lovely architecture
- Because it is where our maritime history departed from Britain and began anew for U.S.
- Calm and beautiful city
- Clean, friendly, well organized comfortable
- Clean, informative, good location
- Clean, history, fun, friendly
- Courteous staff, lots of interesting information to learn. Wish we had more time.
- Cultural history
- Definitely learned a lot about Salem's history that I wasn't aware of
- Educational
- Enjoy national park's valuable information
- Everyone should learn about history
- Everything is very close together and interesting to learn about
- Excellent area
- Excellent, but needs to be open
- Extremely helpful and knowledgeable staff
- First hand exposure
- For historical significance
- For its historical importance
- For the history
- For those who are interested, it's up close and personal with great visuals
- Friendly, great source of information, free, ranger tours were great
- From what I saw, everything was well done

- Fun, informative
- Good background information
- Good, low cost/free, educational experience
- Great deal of information to be gained; better understanding
- Great for the history buffs and people interested in the market/geography
- Great historical information
- Great history
- Great history
- Great history and things to see
- Great history information and videos at visitor center
- Great place and staff very helpful
- Great place to learn American history
- Great place to visit with a lot of history
- Great resource. Wish we would have went here first before walking the area.
- Great site. Park rangers so helpful and keen on sharing knowledge and enlightening us on the past history.
- Great source of education
- Great tour, local, another passport stamp
- Great views, close to history houses, important area of Salem's history
- Had only known of witch trials previously; new information on maritime history
- Has everything history, culture, all inclusive, for all age
- Helpful and knowledgeable staff
- Helpful staff, lots to see and do
- High quality educational experience in a compact, beautiful environment
- Historical and educational
- Historical facts interesting
- Historical value and education
- History
- History - need more be said?
- History and fresh air together
- History of the area
- History of USA, nice city, beautiful surroundings
- I believe this site rich in history is often overlooked
- I didn't realize the shipping/building was so prominent
- I learned a lot about Salem. I only knew about witches before
- I think its a great place to start a tour of the area
- I'm from the area, been visiting, and still like to visit
- If more buildings were open along the self guided tour
- If they are interested in U.S. history and coming to Salem anyway
- Important part of our history
- Important part of the history and the area of the USA
- Important to keep history alive
- Important U.S. History. I am interested in ships and shipping.
- Incredible, well organized, friendly, knowledgeable staff, amazing costumes and props, wonderfully staged, perfect timing of events

- Information
- Informative
- Informative
- Informative, educational, scenic
- Informative, interesting and beautiful area
- Interactive, interesting, educational
- Interested in history besides "witch" stuff
- Interesting
- Interesting
- Interesting, adjacent to other attractions
- Interesting and fun
- Interesting and historic site with a tall ship
- Interesting and well-done
- Interesting events occurred
- Interesting, friendly people
- Interesting historical site
- Interesting history
- Interesting history
- Interesting history, especially the ship
- Interesting information
- Interesting, informative
- Interesting material, fun for the whole family, our history
- Interesting part of early American history
- Interesting part of history in U.S.
- Interesting place
- Interesting topic very knowledgeable staff
- Interesting, clear explanation
- Interesting, interactive history
- It has something for everyone. Suitable for all ages and levels of interest. The staff is excellent and played a key role in helping us organize our day.
- It is a beautiful location and full of years of history
- It is interesting stuff and good displays and info
- It is interesting, especially the Friendship of Salem
- It is very interesting historically
- It is well integrated with the living city. Makes history real.
- It was a good overview of Salem, and the video on its maritime history was interesting
- It was a great learning experience
- It was a pleasant visit
- It was fun and interesting
- It was informative, but not overwhelming
- It was interesting
- It was interesting and one learns so much
- It was interesting to find out local history of the town
- It's a fabulous resource, adding great value to Salem
- It's a must see when in New England. I love Salem.

- It's a nice stop on the way north and can be done in one day
- It's an interesting and important of our history
- It's free, educational, fun, beautiful
- It's interesting and well presented
- It's less cheesy than some of the witch-related museums and shops
- It's very interesting
- It's well maintained and has great educational features on many levels
- Just a great place to visit and learn
- Learn of our history
- Loads of interesting history
- Lots of history, pleasant town, good restaurants
- Lots to do
- Lots to do
- Loved the outdoor exhibits filled with super information especially for children -- easily walkable
- Many interesting topics, friendly and experienced park staff
- Marine ship paintings and history of ships
- More here than I thought
- More to Salem than "witches"
- Most informative. About more than witches.
- Multitude of indoor and outdoor activities as well as the variety of history
- My husband was very interested in touring the Friendship of Salem that was docked at Derby Wharf.
We got a great personal tour from a young man named Manny.
- National park service does a great job keeping history alive
- Neat town in walking parts
- Nice displays, easy to follow maps/red line, interesting history
- Nice park, interesting topics, things to do in city, inexpensive parking
- Nice ship, nice visitor center
- Nice walk, people are friendly, learn about history
- Nice walking tour that also included witch sites
- No learning is ever wasted wonderful old shops and buildings great street hiking
- Only place I have visited on subject
- Overall lovely town, people (staff), and educational
- Pleasant surprise -- especially Friendship of Salem
- Privateers as a 'navy', maritime trade in nation-building, ship building
- Proximity to other points of interest, density of interesting sites, educational relevance
- Quality of the exhibits, knowledge of rangers, overall good upkeep of facilities
- Quality program, informative, ease of access
- Ranger-led tour -- learn about commerce of the time
- Ranger on Friendship of Salem was very informative
- Ranger was extremely helpful
- Ranger-led tour was excellent! Very fact based and answered all questions.
- Really explains/shows how important Salem was to Early America
- Reenactments/not witches
- Relaxing, educational, good food, wonderful day!
- Relaxing, plan your own time, interesting to experience

- Rich history, good ranger guide, informative yet entertaining
- See another side of Salem besides witches
- Ship is kid-friendly
- Ship tour is great, Custom House ties to famous author, politics of Revolutionary War era
- Shows there is more to Salem than witches
- So much history that pertains to not just Salem, but the rest of the US
- So they realize that Salem is not all about "witches"
- Staff very helpful and courteous, loads of history to learn
- Staff was very knowledgeable
- The history
- The ship replica in the harbor
- The staff is informative and the ship is very interesting
- The video is wonderful to see
- The visitor center was very interesting. I did not know that Salem played such a big role as a seaport.
- The whole history is so very interesting
- There is a lot of history there
- There is a lot to learn and people who don't know about all of this history back west
- There's a lot to see and do
- This is a fascinating part of our country's history
- To learn
- To see the Friendship of Salem
- Town was clean and interesting to walk around
- Very educational and free
- Very educational and informative
- Very good explanation of maritime life in that time frame
- Very helpful people; can explain NHS as well as general tourist information
- Very important topic of history (our)
- Very impressive -- we just didn't have time, but will return
- Very informative
- Very informative
- Very informative and friendly approach
- Very informative ranger
- Very informative ranger, very helpful
- Very informative, clean, and easily navigated area
- Very informative
- Very interesting
- Very interesting
- Very interesting and fun
- Very interesting exhibit buildings helpful ranger
- Very interesting, great staff, and information, especially Manny
- Very interesting, great way to spend sometime on history
- Very interesting history, but beware of limited open hours
- Very interesting history of Massachusetts
- Very interesting history, well preserved sites

- Very interesting, knowledgeable rangers
- Very interesting place
- Very interesting tour, staff knowledgeable and helpful
- Very interesting, great ship replica, beautiful area
- Very interesting, quiet, peaceful, fun activities
- Very interesting, historical
- Visitor center helpful
- Wanted to take trip on Fame
- Was interesting
- Was well worth the time
- We did not get to see much and want to go back
- We had a wonderful time; would suggest more than one day
- We had fun
- We really enjoyed the witch film and finally understood how/why the trials happened
- We were pleasantly surprised by the high quality
- Well informed park ranger
- Well kept and very interesting
- When I come again, I'll focus on Salem's maritime history

Question 18c

{*Would you recommend visiting Salem Maritime NHS to others?*} If NO, please explain why not.
(Open-ended)

- Didn't see anything other than visitor center
- Entire park, except wharf, was closed due to sequester
- I think it's a great idea, but I personally don't like to sail. I was only at the information center next to the parking garage. Wish I'd knew of another place. Or where I was.
- It needs updating, getting with the times, more visual/hands on activities or opportunities
- Not enough was open. After sequestration is over, perhaps.
- Not much to it. Somewhat boring, but seeing the ship is cool.
- Not with current state of facilities (closed buildings, lack of staff)
- Other than no place to park, most things were closed
- The times available to tour sites were too limited
- Too few staff at Friendship of Salem due to sequester
- Was neat place, but didn't live up to the hype
- We were disappointed in there being basically no information on Salem Witch Trials

Question 26a

What did your personal group like most about your visit to Salem Maritime NHS? (Open-ended)

- Access to Friendship of Salem
- Accessibility to site, clean
- Air conditioning in buildings
- All of it. There is a lot to know.
- All the free information
- All was interesting
- Attractions were close to restaurants, shops, etc.
- Attractions within walking distance
- Beautiful building, air conditioning -- very hot
- Beautiful houses, neighborhoods, parks
- Beautiful scenery
- Being able to see area well preserved buildings in original locations
- Being allowed much freedom on the ship to move as we saw fit
- Being alone
- Below deck on the Friendship of Salem. Awesome Marc M. handing out questionnaires.
- Boarding the ship
- Boat tour
- Boat tour
- Close to where we live, beautiful walk
- Depth of knowledge of staff. Details of re-creation. Once I realized everyone would talk to me, I asked a million questions.
- Derby Wharf and the beautiful architecture of the Custom House
- Detailed narrative of merchant house and Custom's warehouse
- Discovered there was much more to Salem's history than the witch trials
- Discovering and visiting a new area
- Displays
- Downtown
- Ease of seeing displays
- Easy access, walking distance to everything from center, friendly service, interesting historical features
- Educational
- Efficient
- Enjoyed seeing the Friendship of Salem
- Everything
- Everything. We really enjoyed and can't wait to go back.
- Exhibits
- Films - minority of exhibits lacked engagement - check out USS Constitution museum for ideas
- Friendliness of staff and the reenactors
- Friendly, clean
- Friendship of Salem
- Friendship of Salem
- Friendship of Salem

- Friendship of Salem
- Friendship of Salem
- Friendship of Salem
- Friendship of Salem
- Friendship of Salem and doing the Junior Ranger program
- Friendship of Salem and houses
- Friendship of Salem navy guy
- Friendship of Salem tour
- Friendship of Salem, map that showed regions of Essex Co., gentleman that gave us this questionnaire
- Friendship of Salem, quality of ranger knowledge aboard Friendship of Salem, especially Manny
- Friendship of Salem was an excellent exhibit
- Friendship of Salem, small beach area
- Friendship of Salem, visitor center, and shop
- Fun
- Going on the tall ship -- appreciated info signs by house
- Guided tour
- Guided tour of Custom House even though it was closed
- Guided tour of the ship
- Guided tour -- we heard about the Custom House
- Harbor walk
- Helpful people, bright building, clean, good bathrooms
- Historical stories
- History
- History
- History
- History
- History laden -- friendly people
- History, ship, info on the "witches"
- Homes
- How history was told
- I liked your book selection and nautical gifts as well as the exhibits and beauty of the building
- Indoctrination movie, interesting Junior Ranger program
- Indoor exhibits
- Information
- Information from videos/films and from park service staff
- Information on Salem history
- Information received from Ranger John C.
- Information was provided which was awesome. We learned something new.
- Informational exhibits
- Interacting with the rangers or others that work there
- Interactive exhibits on the wharf
- Interesting history
- It was beautiful
- It was hot, but enough AC services made it bearable

- It's in Salem which is a handsome historical city
- Its entirety
- Its location
- Junior Ranger program
- Learn about the maritime history
- Learning about subject
- Learning about the history of the witch trials
- Learning about the role of the shipping industry
- Looking at old/original artifacts
- Lots of good information - enjoy learning about history
- Lots to see, easy to get around
- Loved the large boat model to the right of the entry
- Marine history, paintings, and exhibits
- Met a lovely new friend from Singapore
- Models and exhibits
- Nautical aspect park stamps
- Nothing specific, all very interesting, enjoy history
- Objective information on witch hunting
- Our tour guide for Friendship of Salem and the Custom House was great
- Outdoor exhibits
- Overall quality
- Park ranger
- Peaceful, relaxing atmosphere
- Proximity to ocean, option to tour Friendship of Salem
- Ranger
- Ranger guides, price (free), interactive
- Reenactment
- Reenactment
- Reenactment, exhibit, and friendliness of guide
- Replica of Friendship, maritime paintings
- Salem Witch Hunt movie
- Salem Witch Trial
- Seaside, Derby Wharf, the calm
- Seeing the Friendship of Salem even though it was not open for tours
- Seeing the history of the area and buildings.
- Seeing the life during the 18th & 19th century
- Seeing the ship
- Ship
- Shopping
- Shops
- Some of the stores
- Staff
- Staff did try to answer questions about ship
- Staff professionalism, cleanliness of buildings

- Talking to the ranger, ranger's knowledge was excellent, and he was very friendly
- Tall ship
- Tall ship
- Tall ship
- Tall ship tour
- Tall ship tour
- Tall ship tour and related narrative from park guide
- Tall ship, visitor center
- The architecture
- The beauty of Salem Harbor and the Custom House, all with a nice cool breeze
- The city streets, the outdoors, the character of the harbor
- The Derby Wharf and replica ship
- The discussion with the ranger
- The exhibits
- The films in the theatre, the exhibits in the Peabody Essex Museum
- The Friendship of Salem
- The Friendship of Salem
- The Friendship of Salem
- The Friendship of Salem
- The Friendship of Salem, although we missed the tour
- The Friendship of Salem, shops, outdoor seating, restaurant
- The grounds and building are meticulously maintained
- The historical information
- The historical significance
- The history
- The history
- The history around Salem
- The history of it all
- The history, music festival, fireworks, your downtown center
- The history, the ship
- The information about Salem's history
- The living history program and the Friendship of Salem
- The memorial of the hanged
- The movie about the Salem Witch Trials
- The naval history and the ship
- The outside exhibits
- The play about the trial of one witch, performed in town hall
- The pleasant lay out of Salem -- easy to get around
- The ranger at visitor center was extremely helpful and filled with great information for us
- The ranger guided tour of the Custom House
- The ranger talk on Friendship of Salem
- The red line in street leading to all the sights
- The red line walk tour, nice visitor center with convenient parking
- The replica

- The rich history represented
- The Salem Friendship and the clean restrooms
- The self-guided tour and view of Friendship of Salem
- The ship
- The ship
- The ship
- The ship
- The tall ship
- The tall ship ranger tour
- The tour of Friendship of Salem and Custom House led by an extraordinarily knowledgeable and patient guide, Ranger Marty
- The tour on the Friendship of Salem
- The video about ships and the port of Salem
- The visitor center was a good way to get started
- The walk along and down the wharf
- The Witch Museum
- There was more to Salem than witches
- Thoroughness, cleanliness, and helpfulness and knowledge of staff
- To take a tour of the Friendship of Salem -- not possible because of sequester cuts
- Took trolley tour
- Tour of Custom House and Friendship of Salem, also liked the movie on witch trials
- Tour of ship
- Tour of ship
- Tour of the Friendship of Salem
- Tour of the tall ship
- Touring the Friendship of Salem
- Touring the Friendship of Salem
- Turning wheel on ship
- Very beautiful day, nice people leading tour, very interesting
- Video learning; indoor exhibits -- hands on
- Visit to boat
- Visit to the Friendship of Salem
- Visiting the ship, even if we were limited to the upper deck
- Visitor center oriented us to tour offerings
- Visitor center, ship
- Walk to the lighthouse
- Walking along the wharf because we arrived so late after visiting other Salem sites
- Walking along wharf
- Walking around Salem, ghost tour
- Walking through the area and seeing the historic buildings and waterfront
- Walking through the town
- Walking to the lighthouse and reading the information along the way
- Was able to get more info on what to do for our next visit
- Watching some of the reenactment
- Watching the films

- We enjoyed most all of our visit; especially the ferry to Boston
- We enjoyed the trolley tour, the night walking tour, the restaurants
- We love Salem
- We loved the personal tour a young National Park Service man gave us. His name was Manny.
- We talked with a lovely ranger
- Witch Museum

Question 26b

What did your personal group like least about your visit to Salem Maritime NHS? (Open-ended)

- A lot of walking, no bathrooms, finding out it was actually old Salem that most of the witch hunts happened
- A number of the houses were closed on the day of visit
- As we concentrated on the Friendship of Salem and wharf area, we did not have any dislikes
- Attractions were not open. Not enough signage or directions to sites.
- Buildings were closed at 5 pm during 4th of July weekend (Saturday)
- Closed museum
- Closed Orientation center at the Derby Wharf
- Commercial exploiting of a short period of history in the town of Salem
- Confusion of closings of orientation and store
- Crowded one way streets
- Custom House not open
- Did not get to experience as much as we wanted to
- Didn't know about guided tours
- Didn't make it on the ship
- Didn't want to pay for witch film -- didn't see it
- Difficult to find things when driving by car
- Disappointed about not going on the ship
- Disappointed that the Orientation Center on Derby Wharf was closed
- Disappointed to learn that tours of the ship are not available on a walk-in basis, scheduled tours only
- Doesn't feel like a destination within Salem's historical landmarks
- Everything closes too early
- Everything has a price - more should be included in initial purchase
- Everything was closed due to sequester. Thanks Congress.
- Exhibits too early
- Exhibits were closed/no formal tours available
- Expansion of exhibits, more information needed about maritime history, shop was gift oriented, not book, items made in USA
- Facility was small
- Friendship of Salem and other attractions not open for tours
- Friendship of Salem wasn't available (they were booked up)
- Friendship of Salem was closed to visitors on a Saturday afternoon (around 3:30 or 4 pm)
- Friendship of Salem was not available for touring (it was July 4th) and we were disappointed
- Frustration about everything being closed even if we were there during normal working hours
- Having to contact guides to see insides of buildings was awkward
- Heat -- but you can't solve that one
- High price in gift shop
- High prices in some restaurants
- Hot, humid weather the day we visited
- Hot, lots of walking, buildings/boat closed unless you found a ranger
- Hot! July 5th - hot day!
- Hours weren't very conducive to weekend trip

- Humid
- I didn't know when I could get a tour of the Friendship of Salem, and consequently have never gone (when I passed by the boat itself)
- I don't like the fact the location of the stock house installed a few years ago mars the view of the Custom House when walking back from the lighthouse
- If I really have one to mark, then it's Derby Wharf
- Interiors of buildings owned by park service not open for tours
- It was a hot day and walking around was tough, more benches in the shade
- It was closed and under renovation
- It was difficult to get permission to gain access to the ship
- It was too hot
- It was very hot out, but no way to control that
- Just that there were two shows
- Lack of air conditioning in Customs House
- Lack of benches
- Lack of exhibits at visitor center
- Lack of information on witch trials
- Lack of pub close by
- Lack of restrooms along the way
- Lack of shade/ park reception facilities
- Limited access to buildings, limited schedule for guided tours
- Limited availability of ranger-led tours of the Friendship of Salem
- Limited programs, heat
- Lunch
- Many buildings were closed due to the government
- Many things not seen
- Maritime Museum (Peabody Essex Museum) closed
- Memorial/cemetery was littered, not well-kept
- More benches or sitting areas
- Most of it was closed
- N/A
- N/A
- N/A
- N/A
- N/A
- No AC in some indoor exhibits
- No access to lighthouse
- No access to the ship
- No rangers, all getting ready for the 4th of July
- No ship tours at the time
- No trash cans in public or little of them
- Not a lot to do
- Not being able to tour the ship
- Not enough public transportation from ferry to town
- Not enough showings of film of Salem Witch Trials

- Not enough time, left early because children were exhausted
- Not having time to go on the Friendship of Salem
- Not much substance -- just a gift shop
- Not much to the content
- Not open - at certain time -- building
- Not well marked
- Nothing
- Nothing
- Nothing going on at harbor
- Nothing I can think of
- Nothing was open to self-guided tours so we did not see any of the exhibits
- Nothing, and we will definitely return
- Nothing, everything was great, wish other buildings had been open
- Nothing, it was all good
- Number of street people, public drinking
- Operating hours
- Orientation Center closed, didn't want to go downtown to be able to sign up for a tour to go in historical houses
- Orientation Center being closed
- Parking
- Parking not good
- Paying for a video
- Seagulls
- Sequester excuse, charge for building, ask for donation
- Size
- Some "museums" are not really museums, are not informational
- Some buildings were not open for viewing
- Some lack of information on site
- Some people took so long with questions, we didn't get to see the trade store
- Stopping to do survey
- Streets and neighborhoods were a bit dirty and run down
- Tall ship closed
- That it had no content about the Salem Witch Trials and little information at all in visitor center
- That many of the buildings were not accessible
- That movie had fee and only ran a few times, we like the movies like at maritime in San Francisco
- That we couldn't spend more time there
- That we didn't budget enough time to stay there
- That we didn't have enough time
- The bottom of the Friendship of Salem was still not open to the public
- The heat
- The heat
- The heat
- The heat
- The heat
- The heat inside the Custom House, very hot that day

- The heat that day
- The heat that day
- The heat! (It was a hot, muggy day!) Everything else was wonderfully educational.
- The heat! Ha!
- The heat/humidity
- The heat/the price of the House of the Seven Gables tour
- The hurried walk to catch the last fast boat back to Boston
- The lack of available ranger tours and the closed site near water
- The non-ranger personnel at center were unhelpful
- The over-avoidance of anything witch-related; would have been great to have one stop for comprehensive town history
- The rocks on the pier prevent the stroller from going to the lighthouse
- The unsolved mysteries surrounding the witch era (burial sites, etc.)
- The weather (hot) not your faucet
- The weather was uncooperative and curtailed our activities
- There was nothing we didn't like
- There wasn't more
- Too hot - but that's not your fault!
- Too hot the day they came - needed more shaded areas/water fountains
- Too hot, very warm day, would have done more with less heat
- Too many "witch" commercial shops
- Too much touristy merchandise about witches -- kind of tacky
- Too much was closed and we were there during normal hours
- Update attractions, diverse attractions
- Very enjoyable on a very hot day
- Very hot day, nothing you can do about it
- Very hot that day, nowhere to get a cool drink or shade
- Walking in hot weather
- Was not open during our visit -- center at Derby Wharf
- We didn't have time to see more
- We didn't plan to spend more time there
- We had too little time to see everything
- We liked everything we saw. I would have liked more offerings in the museum restaurant because after four hours we wished something to eat and there was little choice in the museum.
- We unfortunately ran out of time to visit all that was offered, but we'll be back in the future
- We wanted to get on the ship tour but it was closed. We didn't get back in time the second day because we had two small children.
- What belongs to the NHS is a little unclear, too few tours
- Wish there had been more time options to tour the Friendship of Salem
- Witch movie was pretty poorly done
- Would be nice with more signs by houses with information
- Your shop staff should be reminded that it's important to smile and be friendly

Question 27

Is there anything else your personal group would like to tell us about your visit to Salem Maritime NHS? (Open-ended)

- A ranger in the visitor center gave us a short guide to architectural treasures in Salem -- it was extremely useful. We wish it could be expanded to include more historic buildings.
- Again, its okay, but it can be so much more! Get more digital, more hands-on, more theatrical, more exciting. I mean, you've got a great place here, but it can be better!
- Also in the area to see the USS Salem. From our perspective, it would have been great to have it docked in Salem.
- As a resident of Salem that is often downtown, you should know that you inadvertently provide an important, make that very important, service. A public bathroom. The only other option is the Museum Mall, which is regularly used by transients and drug addicts. As a parent with a 2 year old, this is an unavoidable problem without you being there. Do not underestimate what a clean bathroom means to a Salem resident. It matters more than you know.
- Austin, the ranger, was great! The ranger, Austin, made the trip beneficial as he gave us a tour of the Friendship of Salem.
- Bathrooms need to stay open longer. Town needs public restrooms.
- Beautiful facility however, did not learn much while there -- I think it was our timing. However, why no tours the week of 4th of July is amazing.
- Check the website to ensure the displays are open - not enough rangers to open all the displays
- Clean bathrooms
- Could not do all that we would have liked due to finances and mobility difficulties
- Difficult to find snack stand, not restaurant
- During high season, such as July-August, everything should be open during daytime, 7 days/week, minimum 10 am until 4 pm
- Enjoyed winter land
- Friendship of Salem was great. Only rangers should handle the Junior Ranger program - other people had no idea and were rude. The movie on Salem at visitor center was pretty bad.
- Good stuff. Expand offerings. I like what you are thinking about from this survey. Will definitely take friends there.
- Got my first passport stamp and I'm now excited to find more places to get a stamp
- Great
- Great attraction, keep it up
- Great visit - lots of things to do and see
- Had a wonderful time, thanks
- I am a lifetime resident of Salem, but I don't know much about Derby Wharf, not a lot of publicity to increase interest
- I am a teacher and wish I taught in school nearby to use this for a field trip
- I couldn't find much printed info on hours of tours/operation so I could pass them onto friends
- I visit my uncle from Canada twice a year. I always come to Salem. Much more interesting in the summer.
- I was impressed by the enthusiasm and depth of knowledge shown by the guide and other park staff. Your history is safe in their hands.
- If something was free, it could be cool, so people could come and see expos even if they're broke
- If there is one thing that stuck with me is the explanation of knots used to determine the speed of the ship. Shows detailed understanding of life on the ship.
- If there was self-guided tour information in Orientation Center that would be helpful. Orientation Center was closed for our visit.

- In general the US National park system has really top quality. Salem Maritime NHS in particular gives so interesting information about 18th and 19th century maritime topics.
- Interesting
- It was fun and inexpensive -- good combination
- It was just fabulous
- It was nice to have the activity table available. It kept our children busy while we enjoyed the museum.
- It would be good to actually have a short trip (half hour) on the ship
- It's very hard to find you way while driving. Better (not more) signs please. A map of town that focuses on real, serious historic sites. The Witch Museum was horrible. Salem was the low point of our vacation. Mystic Seaport was far better. Please get a good town map without all the silly, take advantage of the tourist spots. Was exhausted by the time I realized what was a legit historic site.
- Just that we will be back to visit and spend a bit more time
- Keep up the good work
- Loved it and will be back again with more relatives
- More free information with a tour guide inside building during hot summer weather. Do something with Peabody Museum.
- More trips for inexpensive day trips
- More videos -- look at San Francisco Maritime Museum -- very media rich, you are immersed to walk through
- My great grandfather helped win the 1885 America Cup race so I am very interested in Maritime history
- N/A
- N/A
- No, except park ranger in the visitor center was very nice and very helpful/informative
- Our guide was great. Love stories that bring the people and past to light. Again our park guide was great. Real treat.
- Our ranger, Austin, was awesome. He gave a very detailed informative lecture. He was patient with all the questions.
- Our visit to Salem was greatly affected by the weather - extremely hot and humid. We would have spent more time in Salem if it weren't so hot.
- Overall, lovely time
- Park Ranger John was very helpful and informative. He educated us about more than we realized with Salem's History.
- Park stamp should be fancier
- Please fix incoming signage/city, no tours available
- Probably my least enjoyed trip to a national park and we have visited over 80
- Provide more staff for the maritime sites
- Ranger was outstanding
- Rangers were extremely helpful and friendly. People behind desk at visitor center were not.
- Reduction in parking fee if going to museum. Provide parking at Friendship of Salem. Add tradesmen (costumed) interpreters at ship and relationship. Advertisement of maritime should be better promoted.
- Staff was very informative and friendly/helpful, enjoyed the visit very much
- Survey is too long
- Thank you
- Thank you

- Thank you for help preserving and presenting history
- The Custom House tour was a bit rushed
- The lesson on Fame is great! Should be advertised more. Visitor center very nice and informative.
- The only small detail is that we wanted to finish up our day together back at the visitor center but we got there at 5:05pm - too late. I'm sure we would have done more shopping in the store.
- The opportunity to have a guided tour of Friendship of Salem by Manny was outstanding. As a life long sailor and person with a historical perspective of sailing vessels of the 1800's many knew so much about the ship and the times.
- The ranger who led us was very kind, worked well with the kids, and understanding when we left early.
- The red line to all major sites from the heritage trail map key was very helpful. Red line and maps really good.
- The schedule of visits to the tall ship must have more slots
- The special exhibit on Faberge was excellent. We did not have time to visit the Salem houses, witch houses, and Friendship of Salem. We could not locate a place to eat that would have prolonged our visit we asked but no one knew a place to eat. Children were hungry so we needed to leave.
- The staff person at visitor center was very good about explaining all sights in town
- The two park rangers we worked with was very good -- helpful and informative
- This visit was driven by joint marketing of American Revolution events at MA area national parks. We suggest more collaborative programming and marketing between New England area national parks.
- Too difficult signing up for Friendship of Salem tour at info center. No way to predict good/reasonable time to get to ship. Bad idea. Especially for seniors.
- Too hot at mid-day in July
- Unable to tag on to a guided tour by National Park Service -- arrived around 3 or 3:30 on Saturday, but nothing was available. This is disappointing.
- Very dedicated reenactors
- Very enjoyable
- Very impressive -- we were on our way to Boston -- only had two hours so not enough time but will return and have already referred folks in Boston to visit
- Very satisfied about the service of the national park rangers; very friendly, helpful, and very well informed. Downtown Visitor Center was closed.
- Was well worth the drive and tolls to get there
- We came to Salem only for a quick day trip to give my daughter background as she will be learning about it in school year. I knew nothing of the maritime NHS prior and thanks to the ranger we walked down and did what we could with such a small amount of time. As an elementary educator, I loved many of the exhibits and would like to have opportunities to learn more.
- We enjoyed everything we saw. We just wish we could get on the ship tour when we were there the first day.
- We enjoyed it
- We enjoyed it very much and were proud that this rich history is in our own backyard. Thank you for preserving it so well.
- We enjoyed learning about how the kids would have been used to help at the Custom House and how the teenagers would have been sent to sea
- We had no idea this event was taking place! Did not know it (Eastern National Bookstore) was there. Why weren't more people there? School groups? Families? Art students drawing? History student? It is too fabulous an event not to have thousands of people there! Please get the word out!
- We just happened upon a ranger who took us through the ship. We loved it.

- We loved Salem. It was a fun day.
- We really enjoyed NPS exhibit in Boston and Minutemen NP in concert, interesting with rangers
- We really enjoyed our Ranger Austin's talk and great informational manner. We learned a lot about the tools sailors used.
- We stumbled upon a tour from Manny on board. He just happened to be there and was a wealth of information. Enjoyed it immensely.
- We think it's a shame that conservatives in Congress want to kill it off
- We visit every year for the 4th of July week. Each year we learn new facts. We enjoy history and encourage friends to visit other than fall time for haunted happenings.
- We were able to tour the Friendship of Salem through the accommodation of Austin who provided a tour of the vessel and the Custom House
- We were very disappointed in the visitor center. The film was good but otherwise there were few opportunities to learn, especially about what the city is most known for.
- We weren't able to participate in ranger-led tours because they were all full when we arrived around noon for the rest of the day. The waterfront exhibits need updating for self-guided tours.
- We would love to visit again
- We wouldn't use the toilet facilities because of the number of street people using them. We did have some worry about disease. It was also uncomfortable walking past benches when four or five men past drinking
- Were surprised (pleasantly) by how much there is to see and experience. Member 2 thought that Salem only offered a witch museum but with insistence he came along. Then he didn't want to leave when he saw the Maritime NHS. You should promote this.
- Would have loved to rent a scooter
- Would like to see the houses. They were not open.
- You should have multiple tours of the ship, not just one a day - especially in the middle of summer
- You're all doing a great job

Appendix 1: The Questionnaire

OMB Approval 1024-0224
Expiration date: 2014

U.S. Department of the Interior

National Park Service
Social Science Program
Visitor Services Project



Salem Maritime National Historic Site Visitor Study



United States Department of the Interior
NATIONAL PARK SERVICE
Salem Maritime National Historic Site
160 Derby Street
Salem, MA 01970

IN REPLY REFER TO:

Summer 2013

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Salem Maritime National Historic Site. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS 1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

We appreciate your help.

Sincerely,

Michael Quijano-West
Superintendent



DIRECTIONS

At the end of your visit:

- 1. Please have the selected individual (at least 16 years old) complete this questionnaire.
- 2. Answer the questions carefully since each question is different.
- 3. For questions that use circles (O), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.
- Like this: ● Not like this: ⊗ ⊘ ⊙
- 4. Seal it in the postage-paid envelope provided.
- 5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed by Salem Maritime National Historic Site. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, your contact information will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

We estimate that it will take 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

Your Visit To Salem Maritime National Historic Site

NOTE: In this questionnaire, your **personal group** is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

- 1. a) Prior to this visit, how did your personal group obtain information about Salem Maritime National Historic Site (NHS)? Please mark (●) **all** that apply in column (a).
☐ Did not obtain information prior to visit → **Go to part (b) of this question**
- b) If you were to visit Salem Maritime NHS in the future, how would your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Salem Maritime NHS website: www.nps.gov/sama
<input type="radio"/>	<input type="radio"/>	Other websites — Which one(s)? _____
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (AAA, Fodors, walking, etc.)
<input type="radio"/>	<input type="radio"/>	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

c) From the sources you used prior to this visit, did your personal group receive the type of information about the park that you needed?

☐ No ☐ Yes → **Go to Question 2**

- d) If NO, what type of park information did your personal group need that was not available? Please be specific.
-

2. a) Prior to your visit, was your personal group aware that Salem Maritime NHS is a unit of the National Park System?

☐ Yes ☐ No

- b) Prior to your visit, was your personal group aware that the following places are part of Salem Maritime NHS? Please mark (●) **one** for each site.

- c) For this visit, please mark (●) **all** of the places that your personal group visited.

- b) **Prior to visit, aware site is part of park?**

Yes	No	Park site	c) Places visited
<input type="radio"/>	<input type="radio"/>	Custom House	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Derby House	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Derby Wharf	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Downtown Visitor Center	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<i>Friendship of Salem</i> (replica tall ship)	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Narbonne House	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Orientation Center on Derby Wharf	n/a

3. On this visit, were the signs directing your personal group to and within Salem Maritime NHS adequate? Please mark (●) **one** answer for each of the following.

- a) Interstate signs ☐ Yes ☐ No ☐ Did not use
- b) Signs in local communities ☐ Yes ☐ No ☐ Did not use
- c) Signs in Salem Maritime NHS ☐ Yes ☐ No ☐ Did not use

- d) If you answered NO for any of the above, please explain.

Interstate _____

In local communities _____

In Salem Maritime NHS _____

4. a) Did your personal group bring electronic devices with you on this trip?

☐ Yes ☐ No → **Go to part c of this question**

- b) If YES, what devices did your personal group bring to the park? Please mark (●) **all** that apply.

☐ GPS wayfinding device ☐ Smart phone

☐ Laptop computer ☐ Tablet

☐ Other (Please specify) _____

- c) Did your personal group obtain information from the park website (www.nps.gov/sama) to plan your visit to Salem Maritime NHS?

☐ Yes ☐ No → **Go to Question 5**

- d) If YES, please rate how helpful the park website was in planning your visit. Please mark (●) **one**.

Not at all helpful Somewhat helpful Helpful Very helpful Extremely helpful

☐ ☐ ☐ ☐ ☐

- e) What information, if any, did you need to plan your visit that was not available on the website?

5. On this trip, what were the reasons that your personal group came to Salem Maritime NHS? Please mark (●) **all** that apply.

- ☐ Learn about 400 years of maritime history
- ☐ Learn about life in Salem in the 18th century
- ☐ Learn about world trade in the 18th and 19th centuries
- ☐ Obtain stamp for National Park Passport book
- ☐ Visit a National Park Service site

☐ Other (Please specify) _____

6. a) On this visit, how much **total** time did your personal group spend visiting Salem Maritime NHS? (Please list partial hours as 1/4, 1/2, 3/4.)

_____ Total number of hours

b) Did your personal group visit Salem Maritime NHS on more than one day?

☐ No ☐ Yes → c) If YES, how many days? _____

7. a) Compared to what you had planned, how much time did your personal group spend visiting Salem Maritime NHS? Please mark (●) **one**.

☐ Did not have a planned amount of time → **Go to Question 8**

☐ About the same time as planned

☐ More time than planned

☐ Less time than planned

b) If your personal group spent more or less time visiting Salem Maritime NHS than what you had planned, what were the reasons for changing your plans?

c) If your personal group spent less time than you had planned visiting the park, what would encourage you to stay longer?

8. a) On this visit, in which activities did your personal group participate within Salem Maritime NHS? Please mark (●) **all** that apply.

☐ Attending ranger or volunteer-led talks/programs/tours

☐ Creative arts (photography, drawing, painting, writing)

☐ Listening to audio tour

☐ Participating in Junior Ranger program

☐ Recreation (walking, fitness, relaxation, picnicking)

☐ Shopping in park bookstore

☐ Viewing indoor and outdoor exhibits/signs

☐ Visiting Downtown Visitor Center

☐ Visiting *Friendship of Salem* (replica tall ship)

☐ Watching films on history/culture of park/area

☐ Other (Please specify) _____

b) Which one of the above activities was the **primary** reason your personal group visited Salem Maritime NHS on this visit? Please list **one** response.

9. On this visit, what were your personal group's reasons for visiting the Downtown Visitor Center? Please mark (●) **all** that apply.

☐ Learn about maritime history ☐ Orientation to park activities

☐ Learn about witches of Salem ☐ Purchase bookstore items

☐ Learn what to see and do in Salem ☐ Other (Specify) _____

10. a) On this visit to Salem Maritime NHS, did anyone in your personal group participate in any of the ranger or volunteer-led talks/programs/tours?

☐ No ☐ Yes → **Go to Question 11**

b) If NO, what prevented your personal group from participating in ranger or volunteer-led talks/programs/tours? Please mark (●) **all** that apply.

☐ Not interested

☐ Not interested in topics presented

☐ Did not have time for this activity

☐ Not aware of ranger or volunteer-led talks/programs/tours offered at park

☐ Programs not offered at time of visit

☐ Other (Please specify) _____

11. a) If you were to attend a ranger or volunteer-led program at Salem Maritime NHS, which program length would your personal group prefer? Please mark (●) **one**.

☐ Under 1/2 hour ☐ 1/2 - 1 hour ☐ 1 - 2 hours

☐ Other (Please specify) _____

b) What time of day would be most suitable for your personal group to attend a ranger-led program? Please mark (●) **one**.

☐ 8 - 10 am ☐ Noon - 2 pm ☐ After 4 pm

☐ 10 am - Noon ☐ 2 pm - 4 pm ☐ Other (Specify) _____

12. a) During this visit to Salem Maritime NHS, did your personal group have any interaction with park staff?

☐ Yes ☐ No → **Go to Question 13**

- b) If YES, please rate the quality of your interaction with the park staff. Please mark (●) **one** response for each item.

	Very poor	Poor	Average	Good	Very good
Helpfulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courteousness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. a) On this visit to Salem Maritime NHS, did your personal group visit the Eastern National bookstore at the Downtown Visitor Center?

☐ Yes ☐ No → **Go to Question 14**

- b) If YES, was the bookstore space adequate to view sales items?

☐ Yes ☐ No

- c) Were there any sales items that your personal group would have liked to purchase that are not currently available?

☐ Yes ☐ No → **Go to Question 14**

- d) If YES, which items would your personal group like to have available for purchase in the future? Please mark (●) **all** that apply.

☐ Additional publications (books, brochures, etc.)

➔ List subjects you are interested in _____

☐ Additional maps (other than park brochure/map)

☐ CDs, DVDs, downloadable digital files such as podcasts, etc.

☐ Other (Please specify) _____

14. a) Please mark (●) **all** the visitor services and facilities that your personal group **used** at Salem Maritime NHS during this visit.

- b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.

- c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

a) Visitor services/facilities used Mark (●)	b) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
---	--	---

☐ Assistance from park staff _____

☐ Audio tour _____

☐ Bookstore sales items
(selection, price, etc.) _____

☐ Bulletin boards _____

☐ Indoor exhibits _____

☐ Outdoor exhibits _____

☐ *Friendship of Salem* (replica tall ship) _____

☐ Junior Ranger program _____

☐ Park brochure/map _____

☐ Park website: www.nps.gov/sama
used before or during visit _____

☐ Picnic areas _____

☐ Ranger-led talks/programs/tours _____

☐ Restrooms _____

☐ Videos/films _____

☐ Downtown Visitor Center (overall) _____

15. If you were to visit Salem Maritime NHS in the future, how would your personal group prefer to learn about the park's cultural and natural history during your visit to the park? Please mark (●) **all** that apply.

- ☐ Not interested in learning about the park → **Go to Question 16**
- ☐ Indoor exhibits ☐ As a volunteer in the park
- ☐ Roadside exhibits ☐ Children's activities
- ☐ Trailside exhibits ☐ Ranger-guided walks/talks
- ☐ Films, movies, videos ☐ Self-guided tours
- ☐ Living history/costumed interpretive programs
- ☐ Park website: www.nps.gov/sama
- ☐ Printed materials (brochures, books, maps, etc.)
- ☐ Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours, interactive computer programs/tours, audio, etc.)
- ☐ Other (Please specify) _____

16. a) Salem Maritime NHS interpretive programs and visitor center exhibits discuss topics related to maritime history in the 18th and 19th centuries. Please mark (●) **all** the topics your personal group learned (or learned more) about on this visit.

- ☐ Did not learn about any topics on this visit → **Go to part (c) of this question**
- b) For each topic, please indicate how much your level of understanding improved during your visit. Please mark (●) **one** answer for each topic.

c) For each topic, please indicate whether your personal group would be interested in learning (or learning more) about on a future visit.

a) Learned on this visit?	b) Level of understanding improved?				c) Interested in learning on a future visit?	
	Not at all	A little	Somewhat	A lot	Yes	No
<input type="radio"/> 400 years of maritime history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> World trade in the 18 th and 19 th centuries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Life in Salem in the 18 th and 19 th centuries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Operation of 18 th and 19 th century ships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

d) Please list any additional topics your personal group is interested in learning about at Salem Maritime NHS.

17. a) If your personal group were to visit Salem Maritime NHS in the future, would you be interested in going out on the water by boat or ship for recreation or ranger-led programs and tours?

Recreation trip on boat/ship ☐ Yes ☐ No

Ranger-led program/tour on boat/ship ☐ Yes ☐ No

b) Would you be willing to pay \$10/adult (\$5/child) for a one hour trip on a boat/ship?

☐ Yes ☐ No

18. a) Would you recommend visiting Salem Maritime NHS to others?

☐ Yes ☐ No

b) If YES, please explain why.

c) If NO, please explain why not.

19. On this visit, was your personal group part of the following types of organized groups? Please mark (●) **one** for each.

a) Commercial guided tour group ☐ Yes ☐ No

b) School/educational group ☐ Yes ☐ No

c) Other (scouts, work, church, etc.) ☐ Yes ☐ No

d) If you were with one of these organized groups, how many people, including yourself, were in this group?

_____ Number of people in organized group

20. a) On this visit, which type of personal group (not guided tour/school/other organized group) were you with? Please mark (●) only **one**.

- ☐ Alone ☐ Friends
☐ Family ☐ Family and friends
☐ Other (Please specify) _____

b) On this visit, how many people were in your personal group, including yourself?

_____ Number of people in personal group

21. For your personal group on this visit, please provide the following. (If you do not know the answer, please leave blank).

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	Number of visits to Salem Maritime NHS (including this visit)	
			c) Past 12 months	d) Lifetime

Youself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

22. For you only, what is the highest level of education you have completed? Please mark (●) only **one**.

- ☐ Some high school
☐ High school diploma/GED
☐ Some college
☐ Bachelor's degree
☐ Graduate degree

23. a) For you only, which category best represents your annual **household** income? Please mark (●) only **one**.

- ☐ Less than \$24,999 ☐ \$50,000-\$74,999 ☐ \$150,000-\$199,999
☐ \$25,000-\$34,999 ☐ \$75,000-\$99,999 ☐ \$200,000 or more
☐ \$35,000-\$49,999 ☐ \$100,000-\$149,999 ☐ Do not wish to answer

b) How many people are in your household? _____ Number of people

24. a) Are members of your personal group Hispanic or Latino? Please mark (●) **one** for each group member.

	Youself #2	Member #3	Member #4	Member #5	Member #6	Member #7
--	------------	-----------	-----------	-----------	-----------	-----------

Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) What is the race of each member of your personal group? Please mark (●) **one or more** for each group member.

	Youself #2	Member #3	Member #4	Member #5	Member #6	Member #7
--	------------	-----------	-----------	-----------	-----------	-----------

American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

☐ Yes ☐ No → **Go on to Question 26**

b) If YES, what services or activities were difficult to access/participate in?

- c) Because of the physical condition, which specific difficulties did the person(s) have? Please mark (●) **all** that apply.
- ☐ Hearing (difficulty hearing ranger programs, audio-visual exhibits or programs, or information desk staff, even with hearing aid)
 - ☐ Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs, even with prescribed glasses, or due to blindness)
 - ☐ Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)
 - ☐ Other (Please specify) _____

26. a) What did your personal group like **most** about your visit to Salem Maritime NHS?


b) What did your personal group like **least** about your visit to Salem Maritime NHS?

27. Is there anything else your personal group would like to tell us about your visit to Salem Maritime NHS?

28. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Salem Maritime NHS during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.

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Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors' ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups' rating of the overall quality of their park experience and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

The VSP database website (<http://vsp.uidaho.edu>) allows data searches for comparisons of data from one or more parks.

For more information please contact:

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
875 Perimeter Drive MS 1139
Moscow, ID 83843-1139

Phone: 208-885-2585
Fax: 208-885-4261
Email: lenale@uidaho.edu
Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary reason for being in the area, and respondent's place of residence were five variables that were used to check for non-response bias.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If the p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Chi-square tests were used to detect the difference in the group types, whether the park is the primary reason for being in the area, and respondent's place of residence. The hypotheses were there would be no significant difference between respondents and non-respondents in terms of whom they travelled with, why they were in the area, or where they came from. If the p-value is greater than 0.05, the differences are judged to be insignificant.

The hypotheses for checking non-response bias are: Respondents and non-respondents are not significantly difference in terms of:

1. Average age
2. Number of people they were travelling with in a personal group
3. Type of group which they were travelling with
4. Primary reason for travelling to the area
5. Proximity of home to the park

As shown in Table 3 - Table 6, respondents and non-respondents were not significantly different in terms of group type, group size, and reason for visiting the area. The p-values for age and distance from participants' homes to the park are less than 0.05, indicating significant difference between respondents and non-respondents. There are potential non-response biases that would affect the survey results. Visitors who were younger than 45 years old at the time of the survey, and who live within a 200-mile radius of the park were underrepresented in the survey results. The results, especially demographic information, should be interpreted with caution.

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